

Nation's Leading Golfers Here Next Monday

TWENTY-SEVENTH YEAR

The Desert Sun

and PALM SPRINGS NEWS

THE MOUNTAINS ARE WHITE

Saturday, January 16
Sunday, January 17
Monday, January 18
Tuesday, January 19

Max. Min.
64 33
65 38
63 40
59 49

Published

Mondays and Thursdays
174 N. Palm Canyon Drive
Phone 2249

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3 Sections — 20 Pages

Palm Springs, California. Thursday, January 21, 1954

Single Copy 10c

Top Race Drivers Compete Here this Weekend



HOPPY AND TOPPER — Hopalong Cassidy and his famous horse, Topper, will personally greet all Village children at a free program Saturday afternoon at The Tennis Club. The popular cowboy star and Tennis Club officials arranged the program as an entertainment for all children through 14 years of age, the age limit "most uninterested" in many other Village events.

Delay Ordered in Sale of Land on Reservation

Judge William Mathes, United States District Court, on Monday ordered postponement of the forced sale of Indian-owned land here from Wednesday, January 20, to 10 a. m. Wednesday, March 24.

Eugene T. McGann, court-appointed sale commissioner, was in Palm Springs yesterday to inform prospective buyers of this information, and to explain the action.

Request for the postponement was made by Attorney Irl Brett, who is representing Lee Arenas and Eleuteria Brown Arenas, whose land is being sold to satisfy a judgment for attorneys fees.

In the petition for postponement, Brett said that two negotiated private sales are now in escrow, involving 30 acres of land. The request was not opposed by the attorneys to whom the judgment is due, Oliver O. Clark, Judge John W. Preston, Sr., and David Sallee.

Approximately 10 prospective buyers were on hand at the time of the sale yesterday, with others having called in advance to inquire about the postponement.

This Side of The Sun

By Phat,

First, they prayed and prayed again.
For a spot of saving rain
And when it came down with a thud,
They prayed that there would be no flood.

*Pronunciation by courtesy of the late FDR.

Never satisfied.

THE RAIN reminds me of another way in which motorists could practice courtesy.

That's in the puddles formed by

See THIS SIDE Page 3a

Kids to Have Day Saturday with 'Hoppy'

Hey, Kids, Hoppy's coming to town Saturday, and he's bringing Topper with him.

And you're all invited to meet him and his famous horse Saturday afternoon at the Tennis Club, starting at 1:30 p.m.

This program for all Village children was arranged by William Boyd (Hopalong Cassidy) and Lee Bering and Sam Taylor of The Tennis Club.

The free hour and a half show will be held on the lawn of the Club and is open to all children through 14 years of age. Children under 10 are asked to have a parent accompany them.

Games will be played and prizes awarded, all under the supervision of Hopalong Cassidy.

Palm Springs schools, police department and civic groups are cooperating in the presentation and extending of invitations to all children.

Approve Police Escort Program

Present city policy of providing police escort service for banks and leading business establishments when large sums of money are involved, was reaffirmed by council Tuesday evening by a unanimous vote.

Absent from the meeting was Councilman Jerry Nathanson who has criticized the program. Mayor Florian Boyd said that the service has been in effect since 1929, and was designed to protect the citizens of the community against holdups. As long as the police department has the time to continue this service, it should be continued, he added.

Council, upon motion of Earle Strebe, reaffirmed its past policy, leaving its administration to City Manager R. W. Peterson and Police Chief John S. Davis.

Desert Empire Contest Winners Announced Here

Winners of the Desert Empire contest were announced yesterday at a joint breakfast meeting of the Desert Empire committee of the California State Chamber of Commerce and the Palm Springs Chamber at Deep Well.

Completing the sentence "I would like to visit California's Desert Wonderland because..." were some 4,583 contestants from every state in the Union, Canada, Mexico and the Hawaiian Islands, Wisconsin, New York, Michigan, Colorado, Texas and Washington led in the number of entries submitted with Florida in sixteenth place.

THE WINNERS WERE: Mark DeLisle, 3731 West Sixtieth street, Los Angeles; A. Ray Neptune, 2612 Easton drive, Burlingame; Mrs. Grace C. Miller, 1724 Manzanita drive, Oakland; Mrs. Cecelia McLaren, 266 Lorraine boulevard, San Leandro; Mrs. Jay Travis, 513 Custer street, Brush, Colorado; Paul B. Hertz, 240 East Palisade avenue, Englewood, New Jersey; Percis Osmun, 708 North Clinton street, Albion, Michigan; Hilda Cavanaugh, Box 216, Baraboo, Wisconsin; Mrs. James Lennox, 902 North Pennsylvania street, Indianapolis, Indiana.

THE WINNERS will be entitled to a week's free accommodations for two at the outstanding desert resorts and hotels including The Desert Inn, Palm Springs; Shadow Mountain Club and Shadow Mountain Terrace, Palm Desert and Whitehorn Ranch, Joshua Tree. The Desert Empire Committee emphasizes that while the Winter season is most popular, the months of April, May and June when the wild flowers, cacti, the smoke trees, ocotillo and other shrubs paint the desert in vivid colors, and many spectacular events are being held, are equally desirable.

SHOPLIFTER ACTIVE

Taking of a can of boned chicken by a woman shoplifter was reported to police Tuesday morning by Willard McKinney, 665 South Palm Canyon drive.

Hogan Enters Tourney at Thunderbird

Field for Leading U. S. Golf Event Now Completed

The field is now complete for the PGA approved \$15,000 Pro-Member tournament at Thunderbird Country Club January 28, 29, 30 and 31.

Ben Hogan, pro at Tamarisk Country Club and rated by many as the greatest golfer of all time, this week entered the tournament to complete the field of the 35 top golfers of the country including the 25 leading money winners of 1953.

HOGAN THIS MONTH was named "male athlete of 1953" for his victories last year in the United States and British Opens, and the Augusta Masters. This is his first tournament competition this year.

Another entry this week to add to the array of golfing talent was Fred Wambler, winner of the 1954 Los Angeles Open.

Most of the golfers will start practice on the Thunderbird course Monday and continue until play starts Thursday. Both the practice sessions and the four days of tournament are expected to attract the largest galleries in the history of the event.

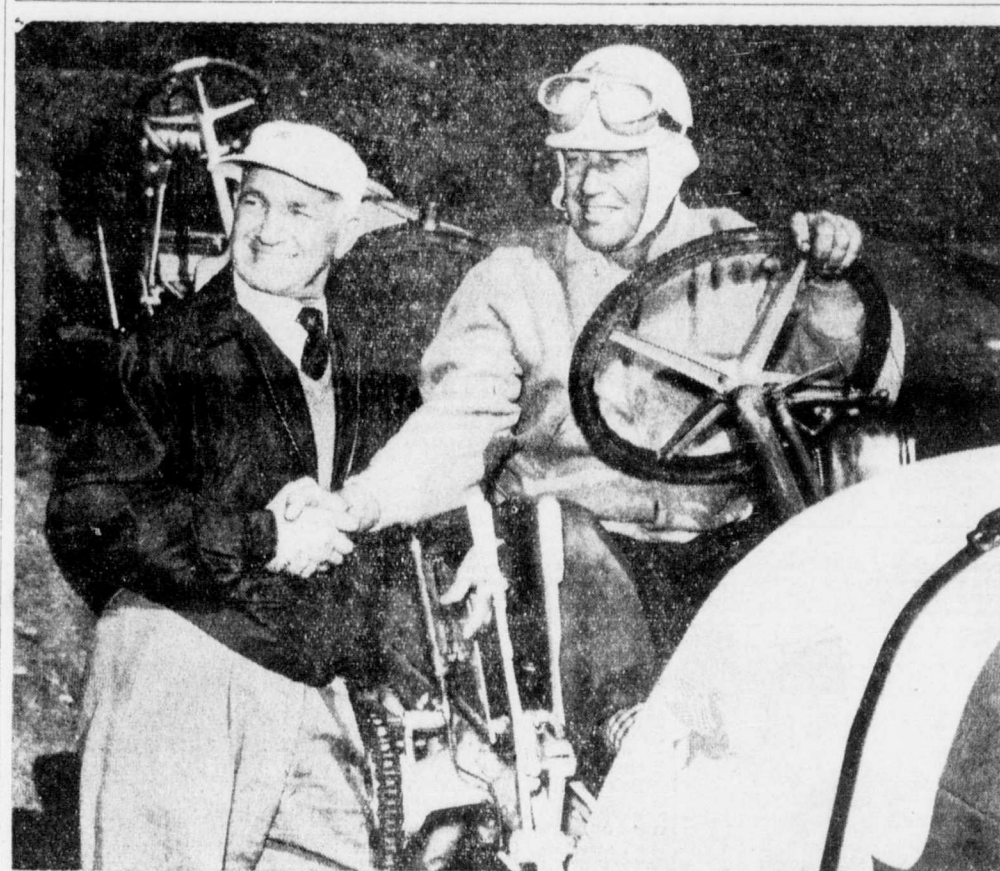
See HOGAN, Page 6A

ALL NATION WILL GET TOURNEY NEWS

Complete coverage throughout the United States and other countries will be given the \$15,000 PGA approved Pro-Member tournament at Thunderbird Country Club January 28, 29, 30 and 31. Milt Hicks, tournament chairman, announced today.

The major news services, Associated Press, United Press, and International News Service, together with five Los Angeles papers, AP photo staff, Life Magazine, March of Time movie cameramen, and Sport-Vision television cameramen, all will be on hand to personally cover the competition between the greatest array of golfers ever assembled in one tournament.

Life Magazine's article will be a feature for National Golf Day.



OLD TIME RACERS IN MODERN RACE — Lindley Bothwell of Woodland Hills is bringing his great collection of racing cars to the Village Sunday for one of the top features of the Palm Springs Road Races. Modern stars of the roaring road will be the drivers in the first annual Indio Cup Race, specialty race, at the airport starting at 12:40 p.m., Sunday. Bothwell is pictured in the driver's seat, with Ralph DePalma, noted race driver, standing by the car.

Chest Short of Quota by \$7,000 with Week Left

Palm Springs Community Chest is nearing its goal of \$35,000 and the Chest organization hopes to have the entire amount in by the end of the month.

So far the community has donated a total of \$28,673.58. Plans now are being made to have the hotels play a major part in putting the drive over the top, said A. G. Kettmann, president of the Community Chest.

KETTMANN has sent a letter of reminder to all hotel operators and owners asking them to make their contribution this month. With the last few amounts still to come in and the hotel support expected, the drive is well along.

See CHEST, Page 4A

HARRY PAISLEY TAKES OVER C. OF C. GAVEL

Harry F. Paisley was installed as president of Palm Springs Chamber of Commerce Tuesday night at the annual banquet of the organization at the Tennis Club. More than 225 Villagers were present for the event.

New directors and holdover directors were introduced, a model of the new Visitor's Center was unveiled and a program for a vigorous, active year launched.

FRANK PRINCE, retiring president, presided at the session and the Rev. William A. Blondon Jr. pronounced the invocation.

Introduction of guests followed including Homer Varner, supervisor from the fourth district, Mrs. A. G. McManus, and other civic leaders at the head table.

William Dunkerley, manager of the Chamber presented the report for the year listing the various activities of the ad-

vertising and publicity bureau, the conventions and visitors bureau, the retail division, hotel division and special activities for the benefit of the Village not

See PAISLEY, Page 2A

Old and New Speedsters to Mark Events

Speed and Thrills to be Featured At Local Airport

A span of half a century of automobile racing will be covered by the entrants in the Sixth Annual Palm Springs Road Races at the airport this Saturday and Sunday, January 23 and 24.

In addition, for the first time in modern western sports car racing, entirely American built and partially American-built heretofore dominating European entrants, sports cars will challenge the "antique" cars, all of them built prior to 1917, should stir nostalgic memories in any of the old time spectators who saw these same cars in action four decades ago.

WOODLAND HILLS' Lin Bothwell is bringing to Palm Springs his great collection of old cars and he has collected modern stars of the roaring road to drive them in Sunday's unique event.

Danny Oakes, Indianapolis ace, will drive an ancient National; Jesus Chavez will wheel around the prototype of the famed Stutz Bearcat; Bothwell himself will drive the old champion French Peugeot; Bob Gortlieb will be in the first truly fast Hudson Racer; Walt Rosenthal will be in another Benz; and Dan Coler will drive the giant old Pope Hartford, of horrible road.

See RACES, Page 7A

The PUBLISHER'S Corner

ENTERTAINMENT PROGRAM DELUXE — Sports Car Racing! . . . Motorcycle and Bicycle Racing! . . . Hopalong Cassidy! . . . Pro and Amateur Golf and Tennis Tournaments! . . . Rodeo Stars and Stunt Riders! . . . Exhibition Baseball!

Palm Springs' winter events program, which gets under way this weekend, will bring here an impressive array of national champions in these fields of sport for contests that promise many thrills. It will provide our visitors — and Villagers — with a week-to-week entertainment program unexcelled anywhere in the Southwest. The program has class, variety and color . . . it has appeal for men and women, young and old. It inaugurates the contests for the 1954 champions in many of these fields of sport. Here's the line-up for the next four weeks:

(THIS WEEKEND)

PALM SPRINGS SIXTH ANNUAL ROAD RACES — bringing here the speediest and sportiest cars in the Southwest, piloted by famous drivers. Motorcycle races, too. Two days of thrills at the Palm Springs Airport Course. **NEXT SATURDAY AND SUNDAY, JANUARY 22 and 23** — starting at noon both days.

HOPALONG CASSIDY — that's Bill Boyd, of course — and his famous horse, Topper, will be at the Tennis Club in Palm Springs to entertain his young followers from this area. **NEXT SATURDAY, JANUARY 23** Starts at 1:30 P.M. and it's free!

(NEXT WEEKEND)

THUNDERBIRD GOLF TOURNAMENT — This second annual Pro-Member tournament is PGA approved this year and will bring the greatest golfers of the nation here for a four-day program that is expected to attract the largest gallery in local golf history. **THURSDAY THROUGH SUNDAY, JANUARY 28-31**, Thunderbird Golf and Country Club.

BICYCLE RACES — Sponsored by the American Legion this event is attracting the state's fastest bicycle riders along with Village speedsters. **SATURDAY, JANUARY 30TH**, Palm Springs Airport, 9:30 A.M.

(IN FEBRUARY)

PALM SPRINGS 11TH ANNUAL RODEO — Keeping alive the Spirit of the West, this annual contest and equestrian exhibition is getting bigger and better every year. Practically all of the national champions of past years will compete for the cash prizes and some daring stunt riders will perform. **SATURDAY AND SUNDAY, FEBRUARY 6 and 7**, Palm Springs Polo Grounds, 2 P.M. both days. Parade on Palm Canyon drive Saturday morning.

BLUE RIBBON TENNIS TOURNAMENT — An invitational tournament which has attracted national attention through being publicized on the Pabst TV network shows. **SATURDAY AND SUNDAY, FEBRUARY 6 and 7**, Racquet Club. Open to public for admission charge.

INVITATIONAL TENNIS TOURNAMENT — Sponsored by the Palm Springs Tennis Patrons Association, this annual invitational tournament attracts the leading amateur players of the country. Tony Trabert, who is with the Davis Cup team in Australia at the present time, is the defending champion. **FRIDAY, SATURDAY AND SUNDAY, FEBRUARY 12, 13 and 14**, Tennis Club and Racquet Club, with finals at Tennis Club. Open to public for admission charge.

What a menu for sports lovers! If you are an out-of-town reader, plan now to take in your favorite sports event — or several of them. They will all be tops in thrills and entertainment. Now that we have had a good rain, the weather should be tops, too.



(Desert Sun Photo)
CHAMBER ANNUAL MEETING — Retiring President Frank Prince (center) congratulates Harry Paisley (right) after presenting him with the gavel signifying his taking over the Chamber's head office for 1954, at the annual dinner meeting Tuesday night at The Tennis Club. At left is William Dunkerley, manager of the Chamber, who was presented with a five-year service plaque.

Suess to Speak on Planning to CVAPC Group

Tyler Suess, Riverside county planning director, will address the next regular meeting of the Coachella Valley Advisory Planning Committee Wednesday, January 27. The meeting will be at Indio city hall at 8 p.m. As this is the first meeting of the New Year with the newly elected officers and directors, a large turnout is expected as it affects Coachella Valley.

President Paul Clark said that attendance is not limited to members of the committee but that all interested in community and civic planning and development in this area are welcome.

Discussions concerning establishment of county sites for refuse dumping and roadside sites for tourist rest and picnics to be developed by the state, are on the agenda.

New Idea for Auto Tail Pipe?

A new trend in tail pipes for cars?

This was the question raised by Palm Springs police Friday upon receiving a report from Lowell C. Mooney, 1036 Granvia Valmonte, that someone had taken two feet of a swimming pool filter pipe—possibly with the idea of using it for a tail-pipe on their car.

Value of the filter pipe was listed at \$30.

Fox Theatre Banning

Wed. - Thurs. - Fri. - Sat.
January 20-21-22-23

Bing Crosby
Claude Dauphin
"The Little Boy Lost"

Alec Guinness
Yvonne De Carlo
"The Captain's Paradise"

Sun. - Mon. - Tues.
January 24-25-26

All G. I. Cast in
"Cease Fire"

Lizabeth Scott
Charleton Heston
"Bad for Each Other"

Wed. - Thurs. - Fri. - Sat.
January 27-28-29-30

Herbert Marshall
Martha Hyers
"RIDERS OF THE STARS"

Steve Cochran
Carole Matthews
"SHARK RIVER"

Mr. Merchant

Narcotic Thief
Gets \$7,000 Loot
in Raid on Store

Theft of \$7,000 worth of narcotics from a locked drug cabinet between 2:30 a.m. and 6:45 a.m. Sunday was reported to police by Herman Finerman, owner of Ramon Drug store, 434 South Indian ave.

DON'T
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THIS
HAPPEN
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"Serving the Entire Desert Area"

Alarm Systems for:
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Leases start at only \$8.64 per month,
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P.O. Box 624 Riverside, Calif.



HONOR ATTORNEY — Riverside County Superior Court Judges drove 55 miles to honor former Judge Jerome Richardson and his associate Benjamin Henderson on the opening of new legal offices here. Seated (left to right)

Judge Richardson, honoree; Judge O. K. Morton, District Attorney W. O. Mackey; Judge Eugene E. Theriault, Palm Springs. Standing (left to right) Co-host John Arthur Connors, Judge John G. Gabbert, Co-host Dr. Ben Goldberg; Judge Russell S. Waite and Judge Hilton McCabe.

Television

Council Asks for
All Information

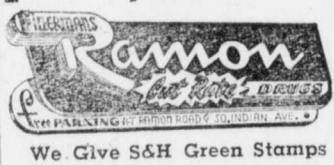
City council Tuesday evening requested City Attorney Jerry Eunker to secure from the Palm Springs Community Television Corporation all information as to plans for the future, involving rates and service.

The local corporation, a subsidiary of Telemeter, has the exclusive franchise for use of city streets in conducting television transmission by cable.

SET PUBLIC HEARING

Public hearing on Improvement District No. 7, involving Calle Roca and Calle Chila, drew no protests at council meeting Tuesday evening, and council authorized the asking of bids for the work.

We NOW are Protected
by an
Inland Alarm System



We Give S&H Green Stamps

Dinner Honors Attorney Richardson at El Mirador

The eastern half of Riverside county wooed and won one of the outstanding barristers of that county during the past week.

Jerome L. Richardson, at one time the youngest magistrate in the city of Riverside, and a practicing attorney in this county for 37 years, was honored at a dinner party in El Mirador hotel which marked the official opening of his offices in the Center, 174 North Palm Canyon drive.

Associated with the former judge is Benjamin W. Henderson, formerly of Los Angeles, owner of much property in Palm Springs, and at one time employed by the U.S. Government Immigration Services. Henderson has been in private law practice for more than 20 years.

Co-hosting the party were Dr. Benjamin Goldberg, professor emeritus of the University of Illinois, author of many books pertaining to his profession and prominently mentioned in Who's Who in America and for almost five years a winter resident and home owner here.

The other host was John Arthur Connors, long-time Villager and home owner and hard

civic worker.

ATTENDING THE EVENT which actually became a testimonial dinner honoring Judge Richardson were all the Superior Court judges of Riverside county.

They were Judges O. K. Morton, Russell S. Waite, John G. Gabbert, and Hilton McCabe. Magistrate Eugene E. Theriault of Palm Springs, whose legal offices are right across the hallway in the same building from the new offices of Richardson, was among those present as was District Attorney W. O. Mackey.

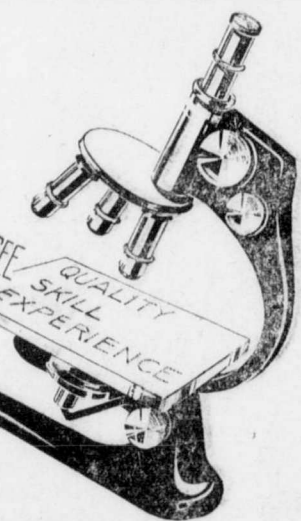
Elden Smith, president of the Citizens National Trust and Savings Bank, Riverside, and Fred Ingram, manager of the Bank of America, Gerald W. Richardson, executive vice-president of the Desert Bank, O. B. Jaynes, publisher of The Desert Sun; George Wheeler, publisher of the Villager, and William Tackett, owner of The Center were also among those present to pay homage to the honored guest.

REPRESENTING the City of Palm Springs were Mayor Florian Boyd, who had to leave early in order to preside at a regular session of city council and Councilman Jerry Nathanson, who has been a client of Judge Richardson's for several years. Fred B. Curry, local hotel owner was numbered among the guests.

Riverside superior court judges paid tribute to the astuteness of Richardson as a practicing attorney. It was also learned that the new addition to the legal fraternity of Palm

Truck Overtakes in Passing Accident

Damage estimated at \$150 was caused to a pick-up truck driven by Raymond H. Miller, 18, when it went out of control while passing a car in the 2000 block of North Indian avenue, overturned and came to rest on its side, police reported.



THINGS YOU CAN'T ACTUALLY SEE

Do you think of the prescription handed you by one of our pharmacists as just another package of medicine? It's true that many of the best things that go into it are things you cannot see. There's the fine quality of its ingredients plus the long experience and skill we require of the pharmacist who compounds it, for instance. There's the co-operation we give your physician to see that the medication you receive is exactly to his orders. There's our established reputation for the best in prescription service. And there's the pledge to keep your original order carefully on file that we may furnish you more of any re-fillable prescription whenever your need requires.

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MERRILL and JUANITA CROCKETT

Springs and Judge O. K. Morton started out in the practice many years ago.

EACH GUEST present rose to speak in tribute of Richardson during the course of the banquet held in a private room off the main dining room of El Mirador.

Many of the judges and others recalled anecdotes regarding their experiences in the practice of law and about those associated with the legal practice of Judge Richardson. Much laughter and good fellowship pervaded the course of the dinner with Dr. Goldberg acting as master of ceremonies.

Highway 111 Near Cathedral City
Phone 8-4232

SUNAIR
DRIVE-IN Theatre
Sundays Showtime at Dark — Mon. thru Sat. at 6:45 P.M.

NOW PLAYING
ALL THE BROTHERS WERE VALIANT
Robert Taylor • Stewart Granger • Ann Blyth
Betty St. John • Keenan Wynn • James Whitmore • Kurt Kasznar

Tall Texan
Sun.-Mon.-Tues.-Wed. Jan. 24-25-26-27

THREE SAILORS AND A GIRL
Gene Nelson • Sam Levene • George Givot • Jack E. Leonard
Also Playing
ESCAPE FROM FORT BRAVO
William Holden • Eleanore Parker • John Forsythe

EARLY BIRD SHOW EVERY SUNDAY
Starts at Dusk Come Early Get Home Early

PAISLEY

included in any of the other bureaus.

AWARDS WERE GIVEN outgoing directors, Robert McKenzie, Sam E. Taylor and John M. Wood. Holdover directors were presented: Francis Crocker, C. Ver Nichols, George Olman and O. A. Torgerson. New directors introduced were Jeanne Bailard, Earl Hough, Warren Slaughter and Harold West.

Joe Gamble unveiled the model of the new Center building which will be built on the Chamber of Commerce site at Amado and Belardo road.

SURPRISE EVENT of the evening was the presentation to Manager Crocker of a five year award on behalf of the board of directors by Prince.

Retiring president Prince was presented with a wrist watch and Stanley Rosin was also honored with a gift presented by Tom Kielev, new chairman of the hotel division.

In turn, Prince presented the new president with an alarm clock to insure his presence at meetings on time.

A telegram from Ted Kovack, formerly active in the hotel division and now in Los Angeles, was read. He wired that in his Los Angeles hotel, the Casa, he was featuring "Harry Paisley night."

PAISLEY, IN ACCEPTING the gavel, remarked that he was proud and grateful for the honor. He called attention to the work the Chamber has done for

The Desert Sun—20
SMAN SMITHS MTDV pub
PALM SPRINGS, CALIFORNIA
Thursday, January 21, 1954

Palm Springs on a small budget and of its great growth. He noted the program for the year and the various plans for continual expansion and growth to enhance this program. Appointments of committee chairmen for the year were announced and the meeting was adjourned to a social gathering.

New Cadillacs

- 1 - '53 Convertible
-
- 1 - '53 — 62
4 door sedan
-
- 1 - '53 — 75
8 passenger sedan
-

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Now Showing 3 Complete Shows Nightly
6:00 • 7:45 • 9:45
Saturday matinee 4:00 — Continuous Sunday 1:45

BETTY GRABLE • MARILYN MONROE • LAUREN BACALL
GLAMOUR! THRILLS! BEAUTY!
"HOW TO MARRY A MILLIONAIRE"
TECHNICOLOR
NEW THRILLS TO SEE... WITHOUT SPECIAL GLASSES!
CINEMASCOPE
WITH STEREOPHONIC SOUND
Extra — in Cinemascope
The Coronation Parade in Technicolor

KIDDIE MATINEE — SATURDAY — 1 P.M.
Special Feature — 4 Cartoons — Our Gang Comedy and Chapt. 1 — "GREAT ADVENTURE OF CAPT. KIDD"

PLAZA THEATRE

Doors open nightly — 6:45 Last Show approx. 9 P.M.
Thursday, Friday, Saturday January 21-22-23

HOT ACTION!... HOT EMOTIONS!... HOT FEELING!...
Marlon BRANDO
THE WILD ONE
Mary MURPHY • Robert KEITH

plus outstanding featurette "SHARK KILLERS"

STARTS SUNDAY JANUARY 24

AMERICA'S GREATEST SONG-AND-BOUNCE MAN!
THE EDDIE CANTOR STORY
Keefe Brasselle Marilyn Erskine

EL PASEO THEATRE

Doors open — 6:45 Shows — 7 and 9 PHONE 2448
Continuous Saturday and Sunday from 2 P.M.

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His First Feature-Length True-Life Adventure!
Walt Disney's THE LIVING DESERT
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Walt Disney's "BEN AND ME" A Cartoon Novelty color by TECHNICOLOR
Admission Tickets for "The Living Desert" Only
ADULTS — \$1.00, plus tax CHILDREN — 50c

Carnation Corner



Everyone loves Carnation Homogenized Vitamin D Milk for its freshness, and cream-in-every-drop flavor. It has always seemed a little miracle, to me, that milk is so delicious and also the world's finest food!



Take just calcium. If we do not get enough, our bodies just quietly steal calcium from our bones and teeth. Yet, our only important natural source of this vital mineral is milk! To equal the calcium in one quart of milk, we would have to eat 5 pounds of carrots, 20 pounds of potatoes or 48 oranges!

Stainproof Rainboots
If boots or galoshes mark your stockings, put strips of adhesive tape around the top inside edges.

Home-made cookies, and a glass of Carnation Homogenized Vitamin D Milk...mmm! The oatmeal is the secret of the goodness of these extra-delicious...

CRUNCHY CHOCOLATE CHIPS

- 1/2 cup butter
- 2/3 cup sugar
- 2 eggs
- 1 teaspoon vanilla
- 1/2 cup half & half
- 1 cup sifted flour
- 1/2 teaspoon salt
- 2 teaspoons baking powder
- 1/2 cup chopped nuts
- 1 cup (6-oz. pkg.) semi-sweet chocolate bits
- 2 cups uncooked quick oats

Blend butter, sugar, eggs and vanilla until light and fluffy. Add half & half; beat well. Stir in dry ingredients, mix until smooth. Add nuts, chocolate bits. Drop dough from teaspoon to buttered baking sheet. Bake in moderate oven (350° F.) 10-15 minutes. Remove from sheet; cool on racks.

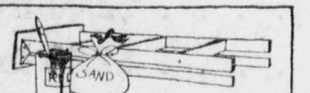


In the middle ages, sugar was sold only by apothecary shops, as a medicine! It was part of many prescriptions, but sold only in tiny amounts, because it was so costly. Even less than 200 years ago, sugar still cost \$2.75 a pound!

Carnation Homogenized Vitamin D Milk is a high protein food. The proteins are not only "complete"—they actually help our bodies use other less complete protein foods! Just one reason why an ideal lunch for a child (or his Dad) is a thermos of this delicious milk, a sandwich, and fruit. I think you'll enjoy my new, tested sandwich spread...

TUNA-CHEESE SANDWICH SPREAD

Mix 1/2 cup each half & half, grated cheese, chopped celery. Add 1/2 teaspoon salt, 1 tablespoon lemon juice, 1 cup (6 or 7-oz. can) well-drained flaked tuna. Blend thoroughly.



Hint for Husbands
Make stepladder steps non-skid (especially if your wife uses it) by painting the steps, sprinkling them with sand before paint dries.

SURVEYS in cities have shown that American women do not get enough calcium. Keep plenty of Carnation Homogenized Vitamin D Milk on hand. Enjoy it often.

CARNATION COMPANY
45-910 Jackson Street
Phone 73139
Indio, California

The Desert Sun—30
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, January 21, 1954

THIS SIDE

the descending moisture... On Indian avenue Tuesday night every cross street, practically, was pouring a flood eastward... Especially at Arenas and Baristo... Most motorists were proceeding slowly sending out only two and three foot splashes... Then along comes a light delivery truck... Weaving in and out of the lanes... Throwing spray thirty feet... De-luging passing cars and pedestrians alike... A little thoughtfulness might have spared many frayed tempers.

THE RAIN also prevented a view of a natural phenomena... The moon was totally blacked out Monday night after six... But the only way you could tell was that it was darker than usual... The clouds cut off all of the view... First eclipse in a long time, too... The 1953-1954 season gets a break on the calendar... Although most of us know that the season really never ends here... And that it's nice until July, at least, (nice then, too) several people still base the season's end on the date of Easter... This year the date of Easter is April 18... Just one week short of the latest possible date for Easter to occur... Which is April 25... The earliest is March 22... In the year 2008, if they still say Easter ends the busy season, there'll be cause for worry... Easter will fall on March 23... But I won't be here to help worry.

FOR A LONG TIME fire prevention experts have been urging cigaret makers to quit putting stuff in their tobacco to keep the things burning when you lay them down... Claim that starts too many fires... From my experience lately, maybe they're doing that... Cigarettes seem to be going out now when you rest them in the ash tray... Except when some other guy lays them there and abandons them... Then they smell to high heaven... Two weeks ago I mentioned all of the things they were to do and see here and the big items coming up... Lynn Emrick of the Desert Museum wants to add to that... Along with golf, tennis, auto races, rodeos and the like, she mentions the Museum's field trips every Saturday to some colorful spot, Spring soon to be in the air and the desert carpeted with flowers... There is something for everybody here.

GETTING BACK to the rain... (Who wants to?)... Ruth Hardy of Ingleside Inn had to throw a party Tuesday night... She has a rule that on any day that the sun doesn't shine some time, at least, her guests are invited to a champagne party... She hosted one Tuesday night, the first in almost a year... But said that 1951 cost her money... That year she had to host ten such parties... Mrs. C. H. Woodmansee, who knows her New England, called me to chide me for a mistake in my geography last week... She says Highway 6, longest and most evasive in the nation, starts at Provincetown, not Provincetown and it's on Cape Cod, not Sandy Hook... And that in July and August that end of it is jammed like Palm Canyon drive never was... Otherwise the article was all right.

Looking at the calendar for the next four months... the season is ON.

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\$24,000

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FRESH FRYERS

EVISCERATED, CUT UP
Plump, selected birds only! Fries to a crisp, golden-brown. Sweet, tender meat. Pan-ready—no extra work for you! Enjoy several at this special weekend price!

GRADE A
PER LB.
61¢

Other Meat Values

SLICED BACON CHUCK ROAST

GROUND BEEF Visking pack. High quality. lb. **39¢**
BOILING BEEF Plate meat. U.S.D.A. CHOICE. lb. **14¢**

POPULAR BRANDS GRADE B, HEAT-SEALED
U.S.D.A. CHOICE grade BEEF (Round Bone Cut lb. **53¢**) Center Blade Cuts lb. **47¢**

BEEF SHORT RIBS U.S.D.A. CHOICE. lb. **21¢**
HALIBUT STEAKS Captain's Choice brand. lb. **49¢**

MIRACLE WHIP Salad Dressing quart jar **49¢**
LIBBY PUMPKIN For pies 29-oz. can **16¢**

CRACKERS Busy Baker Salted Sodas 1-lb. pkg. **24¢**

TIDE Detergent for all washing 19-oz. pkg. **31¢** 47-oz. pkg. **69¢**

PARADE Detergent 19-oz. pkg. **31¢** 39-oz. pkg. **59¢**

WATER SOFTENER White King brand. (57-oz. pkg., 47c.) 28-oz. pkg. **24¢**

Get this E-Z-Way
Cherub Table Server
REGULAR PRICE \$1.00
Now only **50¢** and 3 Cherub labels
• Attractive red and ivory plastic
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See actual sample at Cherub display
CHERUB MILK 2 tall cans **25¢**
Evaporated, priced low!

SAVE AT THESE LOW PRICES

MILD CHEESE PRE-CUT & WRAPPED lb. **45¢**
Oregon Cheddar. Special low price!

PEACHES CASTLE CREST BRAND HALVED OR SLICED 29-oz. can **23¢**
California Cling Peach Fiesta Feature.

GRATED TUNA TORPEDO BRAND 6-oz. can **21¢**
A real buy on tuna. For sandwiches, tuna loaf.

CHUNK TUNA TORPEDO BRAND 6-oz. can **23¢**
Light meat fish. Excellent to use in salads.

(BREAST O'CHICKEN CHUNK TUNA 6 1/2-oz. can 30¢)

TOMATO SAUCE 2 8-oz. cans **13¢**
Del Monte or: Hunts. (Dozen, 77c.)

(TASTE TELLS TOMATO SAUCE, 2 8-oz. cans 11¢ per dozen 65¢)

CRISCO SHORTENING 1-lb. can **33¢** 3-lb. can **89¢**

Colgate Dental Cream With Gardol. 3 1/4-oz. tube **47¢** (5-oz., 63c.)

POTATOES U.S. No. 1A Idaho Russets packed in paper bags. America's favorite "bakers."
10 lbs. 33¢

ANJOU PEARS Sweet Juicy 3 lbs. **29¢**

RUTABAGAS Excellent Flavor lb. **7¢**

ROSE BUSHES Grade 1 1/2 (2 or more sturdy bloom canes). Assorted varieties and colors. Roots balled and wrapped. Individually boxed. each **79¢**



VALUES NOW!

INSTANT COFFEE 2-oz. jar **49¢**
Edwards brand. (4-oz. jar, 97c.)

PENNANT COFFEE 1-lb. bag **79¢**
Edwards Coffee 1-lb. 94c

Nob Hill Coffee Vacuum pack. (2-lb. can, 1.86) 1-lb. bag **90¢**
Top quality. (2-lb. bag, 1.79)

Airway Coffee 1-lb. bag **89¢**
Mild, mellow. (2-lb. bag, 1.74.)

TOOTH BRUSHES Dr. West or Pepsodent. Medium or hard. EACH **59¢**

Tomato Juice Sunny Dawn 46-oz. can **26¢**
(18-oz. can, 12c.)

Pancake AND WAFFLE Mix 20-oz. pkg. **17¢**
Suzanna brand. (40-oz. pkg., 29c.)

Buckwheat Mix 20-oz. pkg. **17¢**
Suzanna brand. (40-oz. pkg., 29c.)

Spaghettini Mrs. Weber's 12-oz. pkg. **19¢**
3-Minute

French Dressing 6-oz. bottle **24¢**
Girard's Wine.

Cal Food 6-oz. can **6c** 15-oz. can **11c**
Nip 'N Tuck brand. Tops in quality.

PRICES EFFECTIVE THURS., FRI., SAT., JAN. 21, 22, 23, 1954, AT SAFEWAY STORES IN THIS AREA.
Right to limit reserved. No sales to dealers. Sales tax added to retail prices on taxable items.

BOWL MATES for BETTER BISCUITS
Just mix together dry... add water for fluffiest biscuits ever.
FLEET MIX 40-oz. pkg. **37¢**
Biscuit mix.
LAC MIX 3-lb. **99¢**
Nonfat dry milk. pkg. (3.2-oz. envelopes, packa ge of 3, 27c)

CINCH CAKE MIX White, Yellow, 17-oz. **31¢**
Spice, Devil Fudge. pkg.

KITCHEN CRAFT FLOUR Enriched. For all baking. Save 10c on 10-lb. bag by using coupon available at flour display.
10-lb. \$1.04 with coupon **94¢**

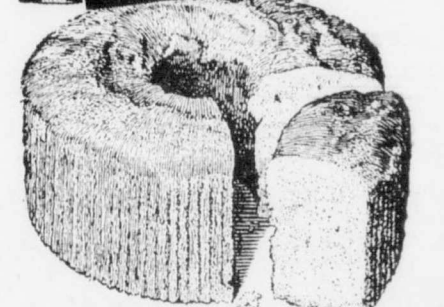
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GRADE AA carton of one dozen **63¢**
At Safeway eggs are refrigerated to protect freshness for you.

MONTROSE BUTTER U.S. Certified Grade AA.
First quality. 1-lb. **75¢**
Foil wrapped. pkg.

MARGARINE Sunnybank brand.
Yellow cubes, 1-lb. **28¢**
foil-wrapped. carton

ALMOND CLUSTERS Choice almonds, chocolate coated.
Roxbury brand. 6-oz. **39¢**
pkg. Fluff-1-lb. 29c

Curtsy BAKERY SPECIAL



APPLESAUCE RING SPECIAL **49¢**
Moist, tender, baked the Curtsy "home ingredient" way!

Lucerne Dairy Foods "Bonus Quality" Milk at no extra cost... that's what you get from Lucerne's unusual farmer-dairy program.

Homogenized Milk Vitamin D added. quart carton **20 1/2¢**

Concentrated Milk Churned Cultured quart carton **50 1/2¢**

Buttermilk Churned Cultured quart carton **16¢**
Lucerne milk prices effective in Local milk marketing area.

SAFEWAY

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350 So. Palm Canyon Drive...

STORE HOURS Mon. thru Sat. 9 a. m. to 8 p. m. Sunday 9 a. m. to 6 p. m.



There's never a dull moment around Rancho Mirage. Back in Frank Morgan's day, someone described it as the place "Where every day's a holiday and every night New Year's eve." That was when we had seven houses and Frank was building his adobe to make it eight. Now with Thunderbird on one side, Shadow Mountain on another, Desert Air Hotel on another side, and Tamarisk Country club just down the road, it's really a live spot.

Last week the Duncan Sisters made our circuit and this week Gertrude Detsch, concert pianist and I do mean "extraordinary"—Formerly a staff artist with NBC in San Francisco and now on the board of directors of the Philharmonic in Los Angeles. A schoolmate of Beth Fisher in Salt Lake City, she was visiting at Rancho del Sol where Beth on Saturday evening entertained local music lovers for cocktails and a recital by Gertrude. After that the group made the local circuit, Thunderbird Shadow Mountain and Desert Air. On Sunday afternoon Helen and Bob Powers entertained for Gertrude with a champagne party in their beautiful home on Sahara road. What a setting—the long living room decorated with chrysanthemums—at one end a Steinway. The guests Mr. and Mrs. Paul Greening and Mrs. John Lapp from Palm Springs, Britt and Dee Bailey, Mrs. Bunny Ward, Mrs. Frank Fisher, Hank Gogerty, me and my blonde Isabelle. Don't know how I got in, 'cause my musical appreciation runs more to Crosby, Sinatra, or Les Paul and Mary Ford doing "Johnny is the boy for me."

Gertrude gave out with some terrific numbers, but nothing to compare with her rendition of Maleguena. For encores, she did imitations of Iturbi and Rubenstein playing the "Fire Dance" complete with their mannerisms. Bob and Helen were really the gracious hosts. Just last year I spent a week with them at their Long View, Texas, home and they took me around all northeastern Texas, the Florentine club in Shreveport, Louisiana, too.

Jeano Ballard stopped in with newlyweds Ronnie and Christina Morengo. She was selected as "Miss Universe" at Long Beach and Ronnie is Stockton department store heir. With the party Peter Morengo and Tom O'Clair. They're off in a day or so to Fort Sill officer's training school.

At Desert Air, Mrs. William McGraw proudly introducing her son Major William C. McGraw, Jr. and his wife Barbara. The major has just returned from Korea where he flew 53 missions in the Marine Corps and now is enroute to the atomic energy operations in Albuquerque. He looked young enough to be a high school senior. Spending a month high on the slope above Palm Desert at the B. M. Value ranch is George Higgs. He's toying with the idea of subdividing again, his last being San Clemente where he was sales manager for Ole Hanson.

On sick call and a card from friends would be appreciated. Bill Munchoff, he had a very serious operation at the Good Samaritan Hospital Tuesday morning. Popular Beth Maury back for a check up at Mayo Brothers Clinic.

Cheerio Amigos



(Jean Carroll Photo) **DESERT VISITOR** — Jack Walshe, manager of Wonder Pals, welcomes Yetsuo Higa, Japanese ambassador of goodwill, at Palm Springs airport. Mr. Higa was in the southland to interview celebrities for a tour of goodwill to Japan.

Council Asked to Join in Drive for Cleaner Desert

City council was asked Tuesday evening to give consideration and support to a concerted campaign by the entire Coachella Valley in removing debris from roadways and streets.

Requesting this action was Mrs. J. K. Wolseth, Cathedral City, representative of the

Cathedral City Woman's Club, who said that this project was a national campaign of the Federation of Women's Clubs.

Rewards of \$50 are offered by the Cathedral City Chamber of Commerce and other groups for apprehension and conviction of anyone throwing debris along the roadway. Mrs. Wolseth said. Only one person has responded so far to this incentive, she added.

Mayor Florian Boyd invited Mrs. Wolseth to attend the next meeting of the Mayor's Coordinating Council, and to ask the support of all civic groups in Palm Springs.

Museum Programs

THURSDAY, January 21—8 p. m. At Museum. General membership meeting and film classic, "Man of Aran."

FRIDAY, January 22—8 p. m. At Museum Anthropology-Geography series: "Wheels Across Africa" and "The Nile River Valley."

SATURDAY, January 23—10 a. m. Field trip to Garnet Hill. Some climbing. Bring lunch and water.

SATURDAY, January 23, 8 p. m. Frances Stevens School—Guest lecture series, Mrs. Alice Landell, an illustrated lecture, "My Friends the Navajos."

Weekly Survey Begun by Hotel Men this Week

Hotel Division, Palm Springs Chamber of Commerce, this week started a weekly survey of all its members to secure information which will aid in the placing of advertising, planning of publicity and the promotion of conventions and visitors for the Village.

The first questionnaire was located on the regular bulletin sent to each member by Chairman Tom Kieley, and asked the following questions: Number of beds, number of beds occupied, average length of stay, average room rate, types of transportation, states from which guests came.

Each week throughout the year, a double postcard questionnaire will be sent to all hotel and apartment owners. The hotel members, when completing the form, are asked not to use their name or any other identification on the cards.

Foot Notes

By LYNN EMRICK

With the delightful score still ringing in my ears I can't help but shout praises for Walt Disney's greatest film, "The Living Desert." Our museum's benefit premiere Wednesday night was a tremendous success. We, the staff, are grateful to all who came. Special thanks to Walt Disney for donating the film and to Earl Strobe for the El Paseo theater.

This film will get an Academy Award for the true-life adventure of the desert. On safari we see the road runner (our museum's mascot), the deadly sidewinder or horned rattlesnake who has a reputation for repetitious attacks as we have two baby sidewinders or Crotalus Cerastes, their scientific name, at our museum, and a delightful mating dance by two scorpions. The musical background for this square dance is called the "Stingaree" and the audience response proved its popular appeal. The symphony of the music pots is perfectly timed and scenes where cacti burst into full bloom is breath taking.

This is an educational as well as entertaining film with true desert romance, beauty and color, plus a potent dose of dramatic impact. A serious observation of this masterpiece reveals the endless beauty of God's creation. Nature and life become one and the power and wisdom of the earth's creator shines forth as brightly as our desert sun.

Thanks go to Edgar Kaufmann who graciously and generously feted us after the premiere.

Crash Lawsuit Set for May 17

May 17 has been set by Judge Hilton H. McCabe of Indio superior court as date for hearing of the \$300,000 lawsuit filed against Oliver Leggett, 30, truck driver involved in a five-fatality wreck near Indio October 25.

The suit was filed by Leroy Oliver, 11, and Shirley Oliver, 5, children of a husband and wife killed in the mishap, and their grandmother. Each asks \$100,000 damages, plus special damages to cover hospital and medical expenses.



AT SUNAIR DRIVEIN — Gordon MacRae, Jane Powell and Sam Levene are pictured in a scene from the big Technicolor musical "Three Sailors and a Girl" starting Sunday at Sunair Theater. Companion feature is "Escape from Broovo" starring William Holden and Eleanor Parker, also in Technicolor.

January Clearance

ENDS JANUARY 30TH

1/3 to 1/2 Off

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WOOLS — RAYONS — CORDUOYS
SHEERS — SILK JERSEYS — COTTONS
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SLIPOVERS

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Desert Aire Dress Shop
618 Broadway, Cathedral City—opp. Tampico

State Highway Group Inspects Routing for 111

Two members of the State Highway Commission visited Palm Springs Saturday, and personally inspected the proposed route of Highway 111 as proposed by the Master Plan for Streets adopted by city council.

Accompanying Steve Chase of Sacramento and James Guthrie of San Bernardino on the inspection tour were: R. W. Peterson, city manager; W. G. Roessler, city planning director; Harry Paisley, president of the Palm Springs Chamber of Commerce; Tom Kieley, chairman of the Chamber's Hotel division; William Dunkerley, Chamber manager; and Culver Nichols, president of the Real Estate Board.

City council at its meeting Tuesday night set the hearing for final adoption of the Highway 111 route south of Ramon road at 8:30 p. m. Tuesday, February 16, in the council chambers.

The planning commission held a hearing on this project earlier this month, with no one appearing in opposition.

Following the council hearing and the plan's subsequent adoption, it then will be presented to the highway commission for designation as the official route, and the abandonment of the present proposed route by the airport.

Farrell Show to be Recorded Here

Recording of two radio shows of Charles Farrell's "My Little Margie" will be made February 28 and 29, Chamber of Commerce Manager William Dunkerley reported today.

The Chamber, along with local businessmen, is assisting with the expense of bringing the show here. Theme of the program will be Palm Springs.

POWER OF TRUTH TOLD IN LESSON

God is the source and substance of truth because God is Truth, the Lesson-Sermon on the subject of "Truth" in all Churches of Christ, Scientist, this Sunday, declares.

"Ascribe ye greatness unto our God. He is the Rock, his work is perfect: for all his ways are judgment: a God of truth and without iniquity, just and right is he." This citation is the Golden Text from Deuteronomy (32:3,4).

The sermon quotes Jesus words as recorded by John, the beloved disciple (15:26, 16:12-14). "When the Comforter is come, even the Spirit of truth, which proceedeth from the Father, he shall testify of me: I have yet many things to say unto you, but ye cannot bear them now. Howbeit when he, the Spirit of truth, is come, he will guide you into all truth: He shall glorify me: for he shall receive of mine, and shall shew it unto you."

Quotations from "Science and Health with Key to the Scriptures" by Mary Baker Eddy read, "Jesus instructed his disciples whereby to heal the sick through Mind instead of matter. He knew that the philosophy, Science, and proof of Christianity were in Truth, casting out all inharmonies." "Our Master said, 'But the Comforter... shall teach you all things.' When the Science of Christianity appears, it will lead you into all truth." (p. 271).

I RISE TO REMARK

By CONGRESSMAN JOHN PHILLIPS

This has been an exception-cum, particularly in the ally busy week, with sub-committee hearings running daily, morning and afternoon, the President sending several important messages, detailing the Union message, and various District matters at the boiling point and requiring not only personal attention, but in several instances Delegation action. So I will use a few memos, already on my desk for such a purpose, to make up this weekly letter. I would like to offer illustration of the importance, on the federal level, of costs or purchases which might be insignificant individually.

Item 1: One of the things the committee on Appropriations has had to do was to stop the

On The Trails

Cathedral Canyon... which is so well named... is the perfect pack-lunch ride from any Palm Springs stable. Cross Highway 111 just beyond the Drive-in theater and follow the wash until you reach the canyon's entrance. It is marked by a rock ledge which seemingly overlaps and hides the canyon beyond. It remains one of bygone canyon hideouts where

rustlers hid their stolen stock. The canyon floor changes with every mood, but usually horses can be taken up to the first rock falls. There they can be tied while the remaining distance to the end is made on foot. The canyon ends abruptly, with a sheer high rock falls and one lone palm stands guard. Even in this dry season, the canyon is well worth the time, and the walk to the end is easy one, as well as a delightful experience.

Chino Canyon... another pack-lunch trip is reached by following the Chino Canyon road at the extreme north end of town. This trip is a must on any vacationers list, as it will one day be the site of one of the world's most spectacular truck accidents. Vegetation grows thickly at the canyon's entrance and is a beautiful spot for a picnic lunch. In the return trip lies the reward, in that the desert valley below is in sight all the way, and the afternoon light and shadows on the distant hills is an ever-changing thing of beauty. Stable attendants will furnish the directions and give you approximate length of time required for the trips.

Los Compadres' steak ride to Smoke Tree Flats last Sunday night turned out to be one of moonlight perfection. Around a huge campfire, members and their guests gathered to enjoy a wonderful evening of fine food and fun. The club chuckwagon, which plays such an important part in these outdoor events, is a miracle wagon. Minutes after it arrives it pours forth tables, benches, electric lights and all the necessary equipment as well as sumptuous feasts. Blazing coals in the charcoal broiler keep huge coffee pots simmering long after appetites are satisfied. And as quickly as they appear everything disappears back into the magic of this wonderful wagon. For a real treat... get an invite on a Los Compadres moonlight ride.

ANITA HASKELL JONES

Auto Crash

Both Damaged in Collision Here

Damage estimated at \$100 was caused to vehicles driven by Berto May Holland, Banning, and Harry C. Mabel, North Hollywood, in an accident at 10:30 a. m., Sunday, in the 1100 block of North Palm Canyon drive.

Mabel was making a left turn into the El Mirador parkway and Holland was traveling south on Highway 111.

Damage to Holland's car was estimated at \$25, and to Mabel's \$75.

The Desert Sun—4c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, January 21, 1954

installation. Even when the trailers were placed on landscaped grounds, with every indication of permanence, they arrive with wheels and tires, recent order for 2,575 additional trailers, called for trailers without running gear. The taxpayers saved \$385,000.

JUST 4 ITEMS from a long list, taken at random. Add 'em up. You'll see why a little 50 CENT saving on each monthly notice sent in by the schools having veteran students, saved \$2,000,000 this year for the taxpayers. That's why I said, when I was home, there is a different atmosphere in Washington this year.

The same investigation revealed that one of the military branches had 35,000 automobiles, unused, in storage. Saving up for a rainy day, I guess. Well, it's here.

The Jenner committee reported recently that 16 FBI reports were sent to the White House during the last administration, linking a former Treasury and Commerce Department official, Edward J. Fitzgerald, with communist espionage. During that period, he was promoted once and given two raises in pay. He resigned in 1947 when his case came to the attention of a Federal grand jury. Just another "red herring," I suppose.

SPECIAL

1952 - 30 FOOT SPARTANETTE

Tandem, awning, bath, in excellent condition.

\$2700 - 1/2 Cash

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An Orchid to
The Palm Springs
Police Force
for a job well done

Ramon Drugs

Corner Indian and Ramon Rd.

TELEMETER PROGRAM

WEDNESDAY AND THURSDAY

January 20 and 21

"HERE COMES THE GROOM"

Starring BING CROSBY and JANE WYMAN

7:05 P.M. and 9:10 P.M. — Price \$1.00

FRIDAY, SATURDAY AND SUNDAY

January 22 - 23 - 24

"CARRIE"

Starring

JENNIFER JONES & LAWRENCE OLIVIER

7:05 P.M. and 9:10 P.M. — Price \$1.10

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It stays hot because it's wrapped in heavy tin foil

BBQ Whole Canton Georgia Chicken \$2.00

BBQ Canadian Loin Back Spareribs \$2.00 lb.

BBQ U. S. Choice Beef \$2.00 lb.

BBQ Corn Fed Pork \$2.00 lb.

GREEN GODDESS SALAD 75c qt. BBQ BAKED BEANS . . 75c qt.

CREAMY COLE SLAW . . . 75c qt.

French Fried Corn-on-the-Cob . . 20c

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Either Way, You'll Love It.

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Of course there will some different dances each night

ADMISSION — \$1 per person including tax

Dancing 8:30 'til 12 Saturday Nights 'til 1

(No liquor sold or served in the ballroom)

Drive East on Paseo El Mirador to Sunrise Way.
North 1 Block or follow signs to The Ranch.

The Desert Sun

and PALM SPRINGS NEWS

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Palm Springs News — Established 1935
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Bike Race Entry List Filling Up Rapidly, Report

Clinton Mitchell, chairman of the committee named by Owen B. Coffman post, 519, American Legion, to handle the annual bi-January 30, said that the entry list both for big time riders from all points in California and for the novice races for local youngsters, will exceed last year's highly successful events. Many of those who were in competition here in the past two years, have signified their intention of riding again this year.

The races will be held in conjunction with the Fifth Area Legion caucus scheduled for Palm Springs January 30 and 31. High Area and Department officials of the American Legion will be here for the event.

The success of the local races has prompted Legion authorities elsewhere to consider similar events in other cities as part of the youth programs.

CITY RECREATION LEAGUE

	W	L	TP	OP
15 Palm Springs	8	1	417	345
Desert Nite Hawks	7	3	421	372
Banning	6	3	411	329
Cravys	5	4	405	329
Midway-Moon	2	7	362	410
Village Market	2	7	297	417

Scores Monday
Desert Nite Hawks 45, Cravys 19
Army Engineers 47, Village Market 35
(last session)

Scores Monday
Midway-Moon vs. Desert Nite Hawks
Village Market vs. Banning

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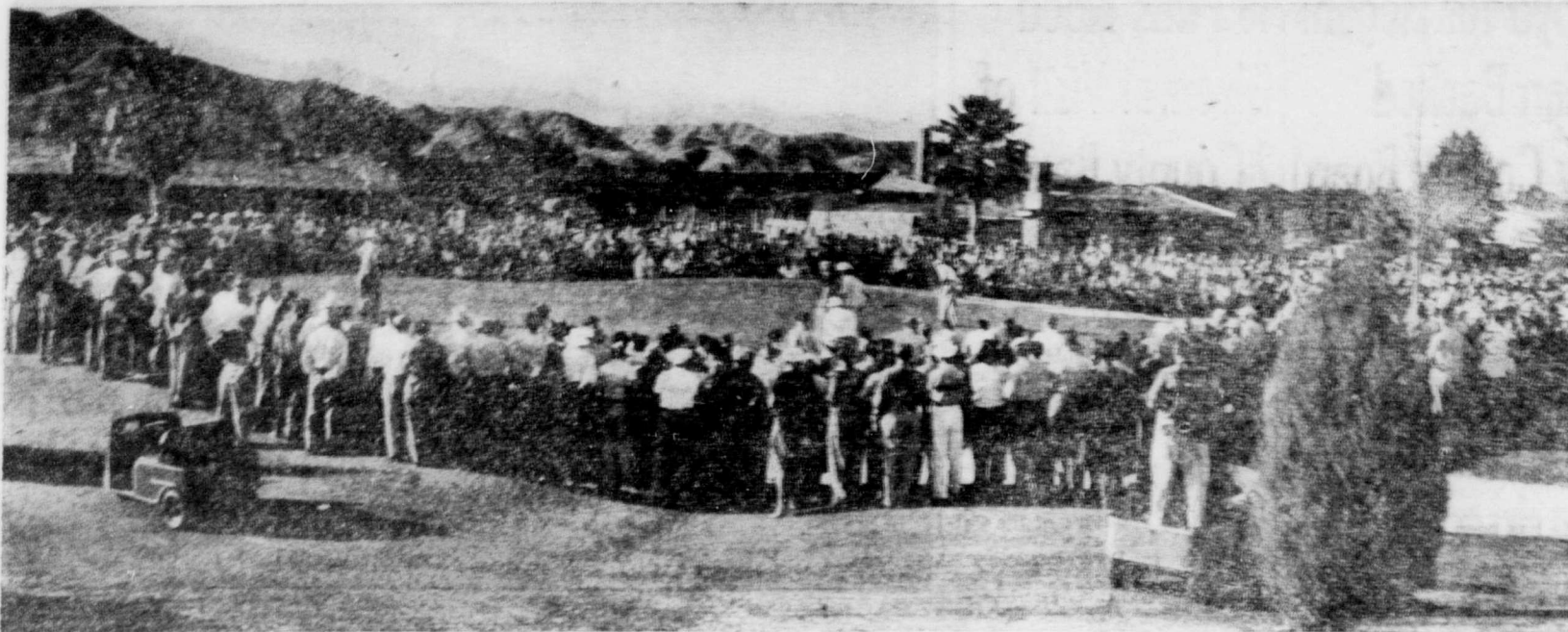
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WITH THEIR GALLERY — Ben Hogan, Byron Nelson and Lloyd Mangrum are pictured with their gallery on the 18th green during the Pro-Amateur tournament at Thunderbird Country Club in 1953. All three golfers again will compete in the PGA \$15,000 event January 28, 29, 30 and 31. Hogan announced his entry this week to complete the field of the top 35 golfers of the country.

Strong Hemet Quint Meets Indians Here Friday Night

Coch Ralph Watts Varsity high school cagers have their work cut out for them this Friday night.

Undeclared Hemet, predicted to repeat as league champions, travels here to meet the Indians in the local high school gym.

The Bulldogs have scored two easy victories so far in conference play, defeating Beaumont in the opener 57 to 44, and then coasting in last half play to a 54 to 45 win over Perris last Friday night.

The visitors are paced by Guard Elmer Franklin and Forward Gene Boyd who last week contributed 23 and 16 points respectively to the high powered Hemet attack.

Palm Springs dropped a one-point last Friday, 35 to 34 to Banning, in one of their best games this year. The game was close all the way, setting the scene for the top contest of the league this Friday night.

Seven Indians got into the scoring column last week, paced by Pete Laster with 10 points and Tony Summers with eight.

IN AN EXHIBITION tilt Saturday night, the Indians were defeated 52 to 43 by a strong Pacific high team from San Bernardino.

The local cagers jumped off to a 14 to 11 first quarter lead, but a deluge of 13 straight points for Pacific in the second period gave them a 29 to 18 halftime lead and the game.

Third quarter score was 43 to 25.

Kenny Price netted 15 points for the Indians, with Alvin Harrison adding 10 more. Pete Nelson of Pacific took scoring honors with 19 counters.

THE BEE GAME was a rout, with Pacific Junior Varsity scoring a 49 to 19 victory. Half-time score was 19 to 8, and then the visitors opened up their attack in second half play.

Gordon Sloan was high point man for the visitors with 17, and Sam Jones again took scoring honors for the local Bees with six.

In other Riverside County League action Friday night, Banning plays at San Jacinto, Coachella at Elsinore, and Perris at Beaumont.

The Indians travel to Rhythe for an exhibition game Saturday night.

Perris Defeats Cravys, Hawks

Two Perris City teams eked out decisions over Cravys and the Desert Nite Hawks, 60 to 54, and 57 to 50, in exhibition games at the Perris High school Saturday night.

Bob Naughton, Army Engineer who is playing with Cravys, scored 30 points for his team.

Palm Springs teams have yet to win an exhibition game out of town.

Teeing Off at Tamarisk

BY AVERY ALLEN

Sure glad I lived to this day — glad I didn't drop out before I saw the greatest exhibition of golf this country boy could hope to be in on.

Mr. Golf just went out with his bag of tools and broke his own course record here on the "Big T" course that's all. We all thought his previous 64 would stand for a long time but yesterday he belted them off the tee, chipped 'em true and close, putted them and hung up a 63. Playing with Bob Walker, treasurer of the Western Golf Association, Polard Simons, his Texas friend and Gardner Dickinson our teaching pro, all of whom have pretty fair road games; he really hung up a new dandy.

He just had seven birdies and one eagle, that's all — just a nine under par, that's all — and me, I'm exhausted from watching that all. Clark Perry and I had to give up riding and walk, the pressure was so great on me. I never hope to see finer golf, better control of sticks and nerves, or more gracefulness in play that I saw and I just hope this kind of a guy can always be on top in every sport.

New members admitted to the club this week were: Dr. Anson Clark, Palm Springs; Richard Bagdasarian, Thermal; Richard Corenson, Los Angeles; Walter Scheib, Palm Springs; Ted Phillips, Long Beach; Jerry Schwartz, New York City; Glen Swanson, Pasadena; Phil Freeman, Los Angeles.

Don Wray was over for a quickie with Howard Vaughan from Lake Geneva Country club. Mervyn Leroy was around for a few days.

Walter Annenberg, president of Triangle Publications of Philadelphia was here for several days of vacation golf and missed some bad weather that came in back there.

Homer Wilshire, United Press, who just finished his radio job on the Los Angeles Open dropped by for a few days — great guy — knows the score.

Vic Damone down for two days between stuff and played one day as Ben Hogan's partner against Pat Martin, our resident pro who was teamed with Gardner Dickinson. He really out his baptism under fire and held up beautifully. He may have been the weakest golfer but nobody offered to take him on for a crooning match. Well kid.

O. B. Howd, vice president of Wilshire Country club, Byron Reynolds, president of Bandini, Walter Leur and Jim McDonald, all Wilshire members, came down for a loop and to say hello to Monte Herbert.

That great guy "Hoppy" Bill Boyd was around for a few days and anyone who ever sees him with the kids can't help but love him. A deep down guy who doesn't forget what it is like on the bottom after he gets on top. I hope he lasts forever.

Some of the out-of-town guests this week included: L. J. Mulhouse, Garden City, Long Island; D. G. Minto, Monterey; Mr. and Mrs. H. Brown, Seaside, New York; Michael Cass, Astoria, Oregon; Dr. and Mrs. Pitman, Pratt, Kansas; R. B.

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Round Robin Polo Matches Scheduled this Weekend

Local polo returns to the Polo Grounds this week end with three teams engaging in a round-robin event. Guy Campbell, in charge of arrangements, reported Tuesday. The Palm Springs team last weekend split two games

with Beverly Hills winning 9 to 6 on Saturday, and then dropping a 14 to 11 decision to the visitors on Sunday afternoon. The largest crowd of the season acclaimed the action as the best to date.

Games Saturday and Sunday will start at 2 p.m., with teams entered by the Desert Riders, Shadow Mountain club, and Palm Springs. Each team will play the other two chucks each, with the one compiling the most points winning the round-robin event.

Players are: Desert Riders — Frenchy Small, Ted Pierce, and Don Howden of Beverly Hills; Shadow Mountain Club — Bill Moore, Lyle Nixon, and Guy Campbell; Palm Springs — Lloyd Phillips, Bill Allen and Arcl Campbell.

Teams scheduled to play here in February include Tucson and Phoenix. Local teams will

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From Page 1—MORE ABOUT

HOGAN ENTERS PLAY

the desert — with Villagers and visitors now able to purchase gallery tickets in advance from any Junior Chamber of Commerce or American Legion member, at the Legion building or at a downtown booth on Palm Canyon drive.

E. J. "Dutch" Harrison, winner of the Bing Crosby Pebble Beach tournament last week, no doubt will be installed as one of the favorites along with Hogan and Defending Champion Jimmy Demaret.

but with the list of entries including the 35 top golfers of the country, anyone has an excellent chance to win the tournament. All known throughout the United States, they are:

LEW WORSHAM, Lloyd Mangrum, Cary Middlecoff, Byron Nelson, Ed Oliver, Jack Burke, Jr., Julius Boros, Jim Friess, Ted Kroll, Chandler Harper, Walter Burkemo, Marty Furgol, Tommy Bolt, Jerry Barber, Earl Stewart, Jr., Dave Douglas, Al Besselink, Art Wall, Jr., Jim Turnesa, Lawson Little, Doug Ford, Eric Monti, Jimmy Hines, George Howard, Shelley Mayfield, Dick Mayer, Wally Ulrich, Peter Thompson (Australian Open Champion), Bo Winninger, Ed Dudley and John Palmer.

First two days of the tournament, Thursday and Friday, will be a Pro-Member event with one pro playing 18 holes daily with three members with continue play until that time. The public is invited to the matches. Admission is free.

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Clubs Wind Up in Draw in Net Matches Here

Racquet Club and Annandale Country Club netters ended their weekend tennis play in a 27 to 27 tie, following events of men's doubles, ladies doubles and mixed doubles.

Scores were (Annandale first):

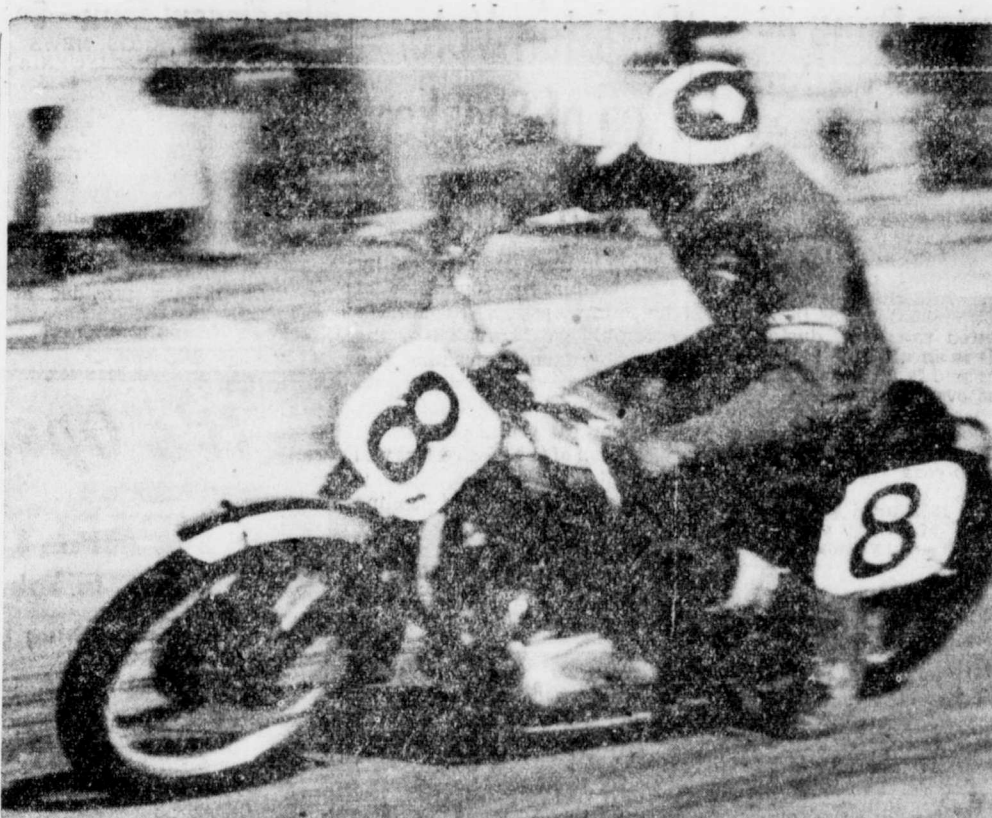
MEN'S DOUBLES—Don Dandridge and Charles F. Phillips won 6-3, 13-11 over Charles F. Phillips and Robert C. Phillips. Fred Crill and Howard P. Howard won 6-3, 6-1 over Leonard Keith and Fred Crill. Howard P. Howard and Fred Crill won 6-3, 6-1 over Leonard Keith and Fred Crill.

LADIES DOUBLES—Brison-White lost 5-7, 6-1 to Stump-Smith. Hildebrandt lost 6-4, 6-1 to Jackson-Pelle. Marywell-Hatch won 6-3, 6-4 over Mrs. G. Heiderbach. Daniels-Starr won 5-7, 2-6 with Farrell-Kiner. Fitch-Briscoe lost 6-3, 6-1 to R. Heiderbach.

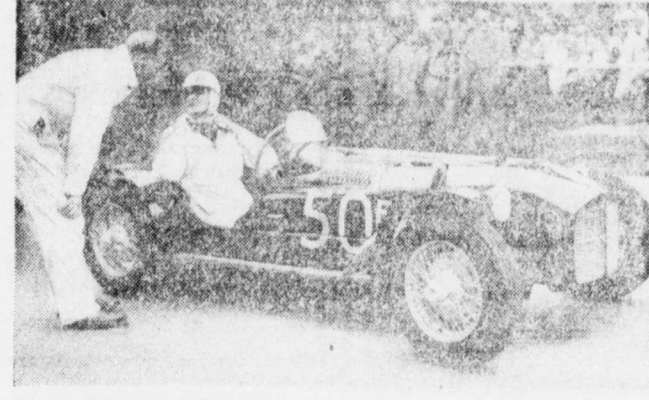
MIXED DOUBLES—Briscoe-White lost 5-7, 6-1 to Stump-Smith. Hildebrandt lost 6-4, 6-1 to Jackson-Pelle. Marywell-Hatch won 6-3, 6-4 over Mrs. G. Heiderbach. Daniels-Starr won 5-7, 2-6 with Farrell-Kiner. Fitch-Briscoe lost 6-3, 6-1 to R. Heiderbach.

RIVERSIDE COUNTY LEAGUE
 W L TP OP
 Banning 2 0 11 9
 Coachella 2 0 8 8
 Elsinore 2 0 8 8
 Beaumont 1 1 25 24
 Palm Springs 0 2 27 24
 San Jacinto 0 2 27 24
 Verrill 0 2 27 24

Scores Friday
 Banning 35, Palm Springs 34
 Coachella 41, San Jacinto 36
 Hittet 54, Perris 45
 Beaumont 41, Elsinore 39
Scores Saturday
 Hittet at Palm Springs
 Coachella at Elsinore
 Perris at Beaumont
 Banning at San Jacinto
 Palm Springs at Hittet



IN ACTION SUNDAY—Among the thrill packed features of the Palm Springs Road Races Saturday and Sunday will be a Motorcycle Race starting at 12 noon, Sunday, at the airport. Top riders from Torrey Pines, San Diego and Santa Barbara will compete.



LAST MINUTE POWFOW—Ken Miles, Los Angeles sports car enthusiast, who is one of the few American members of the British Racing Drivers Club, prepares to leave the pits in his MG Special for the 6th Annual Palm Springs Road Race, this week end.

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 1 Mile West of Indio off Highway 111
 Just 25 minutes drive from Palm Springs
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From Page 1—MORE ABOUT RACES

gine displacement of 586 cubic inches, almost 70% larger than today's Cadillac. It is not much exaggeration to say that a modern MG engine could almost be lost in one of its cylinders. It is not to be thought that these old time racing cars are unable to pick up and go. The Benz that Indianapolis and Mexican Road Race star Arguello will drive is the same one that kicked dust into the eyes of Barney Oldfield and Ralph DePalma, circa 1910. Last year, during the 5th Palm Springs Road Races, Rothwell and Los Angeles Times' Sport Columnist Dick Hyland topped 104 mph on the airport backstretch in this Benz without getting out of third gear.

THE CHALLENGE the Ferrari's, Jaguars and other top imports will receive will come from a great variety of American built or engined sports cars. Joe Sesick, former European motorcycle champion, will drive a sleek Maserati powered by the big Chrysler engine. Bill Stroppe, who won five consecutive trophy races with the car last season, will have an improved Kurtis powered by a Mercury motor. George Sawyer has entered a Cadillac powered Kurtis. George Bevis, of Lynwood, is causing a few furrowed brows by his entry, a Meyer-Drake Offenhauser Special that belongs to the family of the famed Indianapolis and midjet Offies. Bill Wilder, of Hollywood, will drive a light Sciatia powered by a specially tuned Ford engine.

FRED VOGEL will have Max Balchowsky drive one of the most unusual cars in the two-day program. It is a light Ford frame jammed full with a big Buick engine. The power-to-weight ratio of this go-buggy is very high. The Long Beach MG Club, sponsors of the 6th annual race, have culled the entrants to 130 cars for races in eight divisions or classes. The usual Concourse d'Elegance will be held in the baseball park Sunday morning and the Victory Dinner will be given that evening at Crawford's Ranch.

The Desert Sun—7c and PALM SPRINGS NEWS
 PALM SPRINGS, CALIFORNIA
 Thursday, January 21, 1954

New Oldsmobiles
 1953 OLDSMOBILES
 1 - 98 — 4 door Sedan
 1 - 88 — 4 door sedan
Plaza Motors
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Road Race Schedule

SATURDAY, JANUARY 23
 12 to 12:30 p.m. Technical inspection and practice.
 2 to 12:30 p.m. Stock sports cars under 1500 cc. Novice owner to drive.
 12:35 to 1:15 p.m. Ladies' handicap race and Formula 101 race. Novice or senior, amateurs to drive.
 1:10 to 1:30 p.m. Stock MG race. Owner to drive.
 1:45 to 2:05 p.m. Stock sports cars over 1500 cc. Novice owner to drive.
 2:10 to 2:30 p.m. Sports cars to 1500 cc. to 1100 cc. If supercharged. Open to both novice and senior amateurs.
 2:35 to 2:55 p.m. Sports cars over 1500 cc. and supercharged over 1100 cc. Open to both novice and senior amateurs.
SUNDAY, JANUARY 24
 10 to 11:30 a.m. Practice.
 11:35 to 12 noon Concourse d'Elegance at Polo Grounds.
 12 noon to 12:30 Motorcycle races.
 12:35 to 1:15 p.m. Race of old-time cars.
 1:30 to 2:15 p.m. Desert Trophy Race. Open to all sports cars up to 1500 cc. un-supercharged and supercharged up to 1100 cc. Driven by novice or senior amateur.
 2:30 to 3:30 p.m. Palm Springs Cup Race. Open to all sports cars over 1500 cc. and supercharged over 1100 cc. plus first five finishers of Desert Trophy Race. Novice or 2 hrs. amateur to drive.
 3:35 p.m. Victory banquet at The Ranch, by reservation only.

Net Stars Enter Blue Ribbon Play

A star-studded list of early entrants in the Pabst Blue Ribbon tennis tournament February 6 and 7 was reported today by The Racquet Club, annual one of the event. Scheduled to play to date are: Nancy Kiner, Charles Farrell, Mousie Powell, George Montgomery, Dinah Shore, Scotty Rubin, Manny Goldman, Mr. and Mrs. Gene Boederbach, Mr. and Mrs. Robert Carey, Arthur Drummit, Bill Hays, Dr. E. H. Poliak, George Ripley. The tournament is receiving nationwide publicity through its weekly mention on the Pabst sponsored TV fight telecasts.

Retail Merchants Meet Next Week

Retail Merchants Division of the Palm Springs Chamber of Commerce will hold its next meeting Thursday evening, January 28, in the Chamber of Commerce offices. Chairman Adrian Rosen announced today.



GET INTO THE SWING ... OF SAVING

It's easy to open an insured savings account here with a convenient amount. Then add something from each paycheck to make saving a regular habit. Before you know it, you'll be "in the swing!" Your savings here are insured to \$10,000 and earn a worthwhile return, too.

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 LOAN ASSOCIATION
 Palm Springs Indio, Calif.
 176 S. Indian Ave. 45-149 Smurr Ave.
 Phone 2954 Phone 7-3416

Hawks Bounce Cravy's, 45 to 19

Desert Nite Hawks Monday night handed Cravy's the worst defeat the local team has ever suffered in league history, routing them 45 to 19.

The lopsided score started in the first quarter, with the Nite Hawks jumping off to a 16 to 5 lead, then making it 28 to 12 at halftime, and 35 to 17 after three periods. Jim Holland topped the winners with 17 points, and Wilfred Lucas contributed 14 to the attack. High scorer for the losing Cravy squad was Wendell Hines with seven points.

Desert Nite Hawks—45

	FG	FT	TP
W. Lucas, f	6	2	14
Roberts, f	1	1	3
S. Hines, f	2	1	1
Olson, c	1	0	2
Holland, c	5	7	17
Lucas, f	6	2	2
Boiten, g	0	1	1
Jesse, g	0	1	1
Total	15	15	45

Cravy's—19

	FG	FT	TP
D. Hines, f	1	1	3
Lucas, f	1	1	3
Adams, f	2	0	4
W. Hines, c	3	1	7
South, g	1	1	3
Lamping, g	0	0	6
Total	8	3	19

Score by quarters:
 Nite Hawks 16 12 7 16-45
 Cravy's 5 7 5 2-19

Imperial Valley Lamb on Sale at Village Market

Desert grown lamb, delicious, succulent and tender is expected to grace the tables of many Villagers over the weekend — and there is reason for this. Herman Reich, owner of the Village Market, in cooperation with the growers, packers and food stores in southern California, will feature Imperial Valley lamb in a wide-scale movement to acquaint the housewife with this home-grown product. The lamb, according to Reich, is similar to what is known as "spring lamb". However, the animals mature much quicker in the Imperial Valley and are ready now at bargain prices as indicated elsewhere in The Desert Sun," Reich explained. French lamb chops, usually beyond the price reach of many families will be sold at a level which will make it possible for everybody to purchase this delicious meat, said Reich. The lamb will be on sale Thursday, Friday, Saturday and Sunday.

Ranch Ballroom Plans Series of Weekly Dances

Do you like to dance? You'll have an opportunity to do so to your heart's content at the Ranch Ballroom on Wednesdays, Thursdays, Fridays and Saturdays. It was announced this week. J. H. Harris and Dr. Burcutt have leased the ballroom above the Ranch and have hired Gerrie Worth and her orchestra to supply the rhythmic music. According to plan there will be waltz contests on Wednesday nights; old time dances and prizes on Thursdays and modern dancing on Friday and Saturday nights. Admission is nominal and the operation of the ballroom marks the first time such social activity will take place in Palm Springs.

Engineers Trim Market, 47 to 36

Paced by their center, Bob Naughton's 25 points, the Army Engineers defeated Village Market 47 to 36 in an exhibition game at the high school Monday night.

This was the first game an Army team has played here since World War II when a unit was stationed in Palm Springs. Naughton was pressed for scoring honors by Jim Brown of Village Market who had 10 field goals and one gift toss for 21 points.

The score was close until the final period. Village Market took a 10 to 4 first quarter lead, and still held a 19 to 14 margin at halftime. The Engineers went ahead 27 to 26 after three quarters, and then made the game a rout in fourth quarter play.

Village Market—36

	FG	FT	TP
Spigel, f	3	1	7
Lucas, f	1	2	4
Brown, c	10	1	21
Martinez, g	1	0	2
Bakeman, g	1	0	2
Total	16	4	36

Score by quarters:
 Village Market 10 9 7 10-36
 Army Engineers 4 10 13 20-47

Schroeder New Representative of Olympic Pools

Carl R. Schroeder, known throughout the desert resort area as a swimming champion and one time member of the Olympic swimming team, has entered a new field of endeavor — selling the swimming pools in which he has been so much at home. Schroeder has been selected as representative of the Olympic Engineered Pools company of Los Angeles.

The first advertisement of that company offering 25 swimming pools at a special introductory offering resulted in the sale of 12 of them, it was announced. Carter E. Abbe, special factory representative, is in Palm Springs assisting Schroeder.

Moisture 1.60 Inches Rain in Week's Storm

Palm Springs enjoyed the rain which bathed the southland Monday and Tuesday, but with less disastrous results. No major damage was recorded here, with only a few streets being closed late Tuesday afternoon because of water standing in the roadway. Numerous cases of damage were reported in other areas of Southern California. Total rain recorded in the downtown area at Fire Station No. 1 was 1.60 inches, making the total for the season since July 1, 1953, at 2.23 inches.

Dennis, the Menace By Ketcham



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You see it so often... a warm welcome for a cold bottle of Budweiser. And it's no wonder that the distinctive taste of Budweiser pleases people as no other beer can do... for only Budweiser is brewed by the costliest process on Earth.

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Police Arrest Two in Drug Theft Study

85 Per Cent of Loot Taken at Drug Store Found

Recovery of 85 percent of the narcotics stolen from Ramon Drug Store last week was reported Monday by Police Chief John S. Davis and Sgt. Durman Ordway, who were in charge of investigation of the theft.

The recovery followed the arrest of Hugh James Minihinnick, 32, and a local juvenile, on charges of possession of, and use of, narcotics. They told the two officers where the narcotics were buried at the north city limits. Total value was \$1,000.

Minihinnick and the juvenile were taken into custody at Desert Hospital, where the former's wife had taken him for treatment of an overdose of narcotics.

While investigation was under way, Minihinnick's wife gave birth to a child at Desert Hospital. They have been residents here for about a month, coming to Palm Springs from San Bernardino.

Powell Racks Up No. 68, Thinks It May be Last

Like the prizefighter who hangs up his gloves after a championship bout or the baseball player who preserves his favorite bat, William Powell, Winter resident of Palm Springs, who has been a screen star in Hollywood for 32 years, hung the costume he wore in Twentieth Century-Fox's Cinema-Scope production, "How To Succeed in Business Without Really Trying," now playing at the Village theater, in a special wardrobe section in the basement of his home when he finished the picture. His valet sprayed it with a moth-proofing agent, covered it with a paper sack and tagged it "No. 68, co-stars Marilyn Monroe, Betty Grable, Lauren Bacall, David Wayne—Director Jean Negulesco, Producer Nunnally Johnson."

Thus completed one of the most extensive costume collections in Hollywood history—one costume for each picture in which Powell has appeared. Since the actor may not make another picture, being eligible for a pension from M-G-M, the collection may be disposed of to some museum or film society, Powell said. But he adds he will always be available if the part is choice enough.

"It's just as well that I quit acting because there's hardly any more room to hang the souvenir costumes," Powell said.

Court House

Varner Would Put it in Pass Area

Supervisor Homer Varner has a new idea to end the complaints that the county seat and court house is too far away from a large portion of the desert.

He would have the center of county government in the San Geronimo pass area.

That would make the center of county government more accessible to all parts of the county, he said.



NEWEST MEMBER—Mayor Florian Boyd was presented with his membership card to Shadow Mountain Club by Edith Eddy Ward of Palm Desert, during the Northwestern reunion party at the famous desert club Saturday. The Palm Springs Mayor expressed delight with his membership card and declared: "that Palm Desert and the Shadow Mountain Club is definitely part of the Palm Springs resort community."

Police Rodeo Will Attract Champion Riders to Village

Women daredevil riders and champion cowboys throughout the country will entertain the expected crowds at the Palm Springs Rodeo at the Polo Grounds Saturday and Sunday, February 6 and 7, General Chairman John Hollinger reported today.

Two of the girl riders are Pat North and Dona Hall, both expert at trick and fancy riding. Miss North rides at Tijuana and at Belmont Park in New York. Another featured act will be the famed Valkyries, a group of three girls, who use nine purebred white horses in their act.

Buff Brady, champion trick rider and roper, also will be seen in the desert western classic.

ONE OF THE STAR rodeo events will be Brahma bull riding, classified as the most dangerous of all riding in championship rodeos. The Brahma bull is rated the most unreliable animal in any competition, and danger lurks in every movement.

The cowboy rides with nothing for support but a loose rope passed around the bull's body. He can use only one hand and must keep the other hand extended in the air. To add to the excitement and insure maximum effort, a bell is

tied to the flanks of the animal.

THE CELEBRATION will start with the colorful parade Saturday morning, February 6. Featured will be outstanding riding groups from throughout the Southland, as well as several top high school bands.

Movie Star Dale Robertson has been selected as grand marshal of the parade, and Keta Boyer, noted horsewoman of the desert area, will reign over all events as Rodeo Queen.

The Rodeo is sponsored by the Palm Springs Mounted Police, with proceeds going for purchase of rescue equipment used by the unit.

Navajos Topic of Next Lecture

Mrs. Alice K. Landell will present an illustrated lecture on "My Friends, the Navajos" Saturday at 8 p. m. in Frances Stevens auditorium. This program is sponsored by the Desert Museum.

Mrs. Landell will outline the life of the Navajo and his problems; and suggest ways that all can help.

At present Mrs. Landell is promoting a seed program for the Navajos of the Monument Valley section. She will tell of this project at the lecture.

Brakes Throw Car Into Phone Pole

Applying of the brakes on his car to avoid striking a car which had pulled out in front of him, caused his car to swerve and strike a telephone pole, Charles Busby, 20, Cathedral City, reported to police at 12:30 a. m., Wednesday.

The accident near the corner of South Palm Canyon drive and South Indian avenue caused \$75 damage to Busby's car.

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Ten Dwellings Begun in Village District in Week

Ten dwellings were started in the Palm Springs area in the past week, according to reports from the city building department and the county building office.

Four of the new homes were begun in Palm Springs city limits and six in the area immediately adjacent to the city. Four of the latter were started in Cathedral City.

Total value of permits within the city for the week was \$65,000 and in the nearby unincorporated areas, \$67,301.

City building department permits were issued to:

Doublet Building Development company, 1309 Sycamore, dwelling, \$15,000.
Charles Graham, 404 Camino Del Sur, adobe, engineering company, swimming pool, \$3,000.

Gene Palm, 1350 North Palm Canyon, J. Cavett, repair, \$1,000.

Joe Meiselman, 2323 Andrews road, F. Erickson, dwelling, \$13,000.

Chief Milani, 1169 Alameda, George Jose, addition, \$3,000.

Arthur Press, 1450 Verbena drive, Press construction, dwelling, \$13,000.

A. Woodburn, 756 North Sunrise way, dwelling, \$12,000.

COUNTY BUILDING PERMITS

Andrew and Brown, Rancho Mirage, duplex, \$5,825.

Walter Armstrong, Cathedral City, Gorton, dwelling, \$10,012.

Castelli and Kemmerer, Rancho Mirage, Building-Supply, cafe, \$5,000.

Ann Duncan, Cathedral City, dwelling, \$2,800.

C. T. Gordon, Cathedral City, dwelling, \$4,186.

Fred Nell, Cathedral City, dwelling, \$13,880.

Mitchell Shymon, Palm Desert, Gorton, dwelling, \$16,825.

Erol Murray, Thunderbird, Paul Prom, dwelling, \$13,145.

Bradford Melvin, Palm Desert, Bath and Carr, alteration and addition, \$1,000.

CAMERA STOLEN

Theft of a German-made camera valued at \$165 from his car parked in a downtown parking lot Monday evening was reported to police by Milton J. Arpin, Providence, Rhode Island.

Autos Bring 28 Million Visitors in Past Decade

Automobiles brought more than 28 million visitors to California during the past decade, the Touring Bureau of the Automobile Club of Southern California said this week.

Some 4,484,263 of the visitors entered the state during 1953. This is an all-time high for one year and is an increase of 7 percent over 1952.

Last year's visitors were carried across the border in 1,647,404 automobiles, bringing the 10-year influx of cars to 10,492,203.

The 1953 total showed an increase of 91,524 vehicles over 1952, the Auto Club said.

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Register, Vote, Plea of Speaker at GOP Rally

Slate of directors prepared by the nominating committee of the Palm Springs Republican Assembly was accepted by the Assembly Monday evening at a meeting at the Fiesta House, and several additions were made by the group present.

Election of the 25 directors will be held at 7:30 p. m., Monday, February 1, at the next meeting at the Fiesta House.

Speaker at the meeting was Ethel Whitehorn, who urged all Republicans to register and vote in the next congressional election, as "Republican losses

The Desert Sun—8a and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, January 21, 1954

started under Hoover because he did not have a majority in either the House of Representatives or Senate."

At the present time, she explained, the Republicans have 48 senators, the Democrats 47, and there is one independent. Willard Hillary presided at the meeting in the absence of Chairman Warren Slaughter.

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COME IN AND BROWSE AROUND

We have davenports, twin beds, chest of drawers, washing machines, Servel gas refrigerator, andirons, White elec. sewing machine, lamps, table, throw rugs, runners, all in good condition, used very little. YES, we have a few antiques including a walnut Victorian writing desk with 4 drawers, Currier and Ives pictures and other odd prints, dishes and many other items.

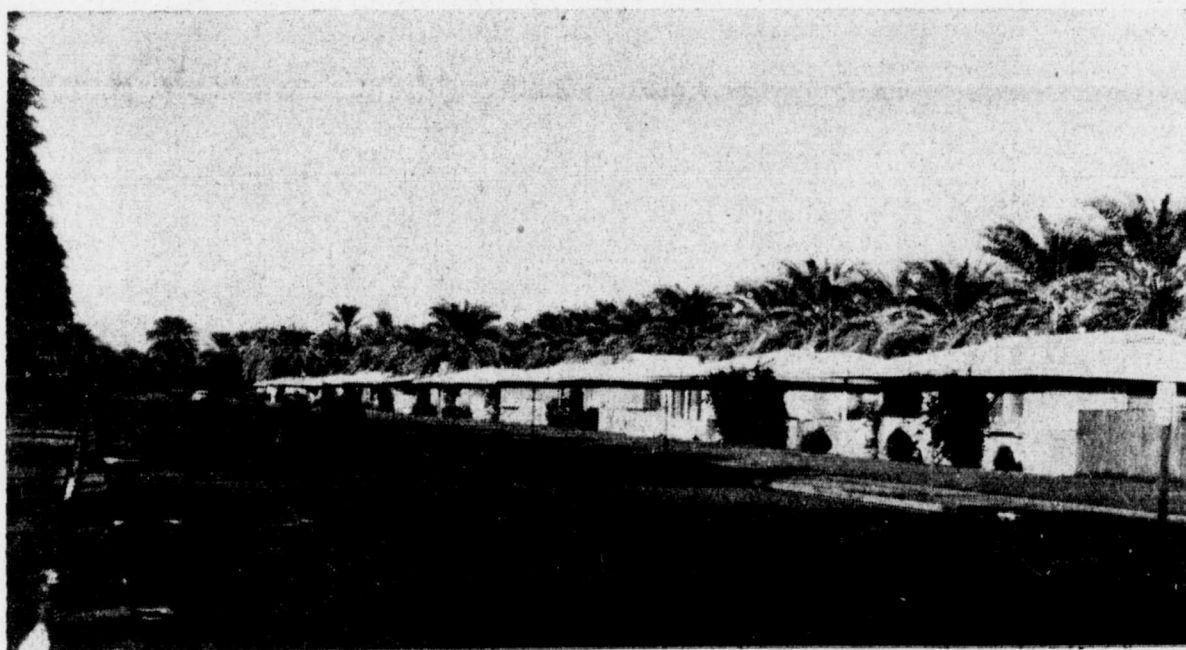
Our merchandise moves fast—we need more to satisfy the demand. Let us sell unwanted articles for you.

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AS LITTLE AS \$1500 DOWN

Sales Prices...

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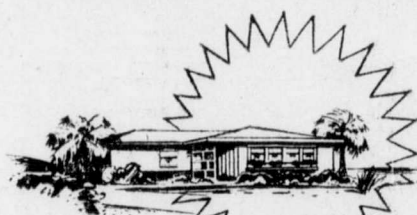
Including complete air-conditioning, refrigeration system and other fine features.

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TWENTY-SEVENTH YEAR

The Desert Sun

and PALM SPRINGS NEWS

Page One-B Palm Springs, California, Thursday, January 21, 1954 Second Section

Village Winter Resident Buys Whittier News

Leo E. Owens of Palm Springs and Piedmont is the new owner of the Whittier Publishing company, publishers of the Whittier News, according to word from that city Friday.

Owens is publisher of Owens Publications, Inc., publishers of the Richmond Independent in the San Francisco area and also of the Brown Industries, Inc., publishers of the Fontana Herald News in San Bernardino county.

The transfer was effective immediately and Owens started publishing the News last Thursday.

Besides his Richmond and Fontana papers, Owens until recently owned three newspapers in Texas. Prior to that he published newspapers in St. Paul and Duluth, Minnesota.

Owens came to Palm Springs a year ago, purchasing a home at 355 Via Las Palmas.

Attorneys Act to Assist Clearing Court Calendar

Riverside County Bar association Monday announced that almost two-thirds of its membership had volunteered to hear superior court cases as judges pro tem to help clear the crowded calendar.

The plan was suggested by Superior Court Judge John Gabbert and was quickly accepted by the Bar association, President Enos Reid said.

Only attorneys with five years of practice are qualified to sit as judges.

Judge Gabbert said he hoped to clear at least 50 cases from the calendar by this move. Already seven cases have been heard or set for hearing by attorneys.

Tail Pipes?

Another Filter Pipe is Stolen

The fad is continuing. Second theft this week of a swimming pool filter pipe for possible use as an automobile tail pipe was reported to police, this time by Mrs. Hathaway, 1010 Via Altamira.

The two-foot long pipe was valued at \$5.

Lions to Hear Story of Near East Oil

Al Gardiner, formerly manager of Bank of America Palm Springs branch who later spent many years in the oil fields in Saudi Arabia, will address Palm Springs Lions club, meeting at the Chi Chi, this noon.

His subject will be the oil potentialities of Saudi Arabia.



BUYS WHITTIER NEWS— Leo E. Owens, Palm Springs Winter resident, who last week acquired the Whittier News, flourishing southland newspaper.

Start Plans for '54 Circus Today

Preliminary plans for the 1954 Desert Circus will be discussed this evening at the Chamber of Commerce offices with Adrian Rosen, president, in the chair.

General chairman and co-chairmen will be named at that time.

Dates for the 1954 Circus have been set as Thursday to Sunday, April 22 through 25.

KEY IS LOST

Shirley Shaw, 573 Calle Palo Fierro, reported to police Saturday the loss of a single ignition key on a gold chain.

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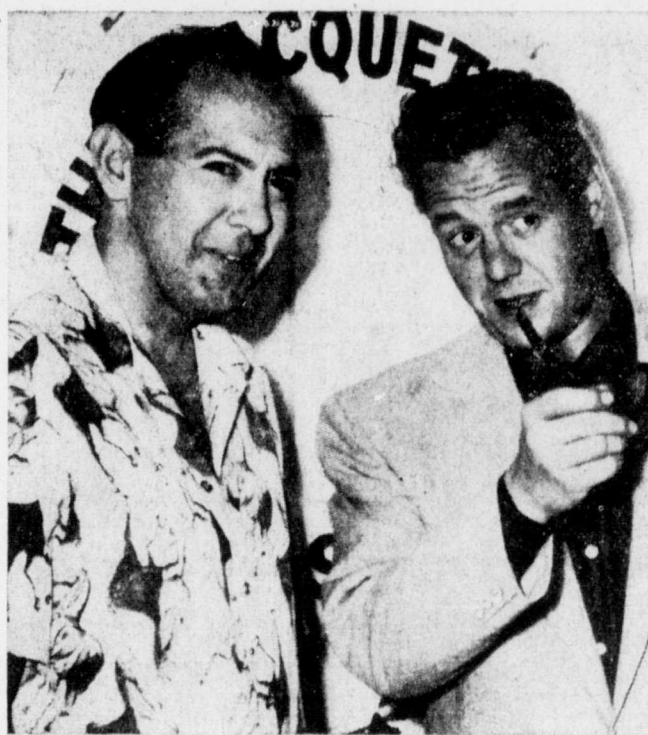
Cleaning Fluid Cause of Blaze

Explosion of a cleaning fluid being used to clean a rug caused \$250 damage last week at Place in the Sun, 754 San Lorenzo road.

Both Fire Stations No. 1 and 2 answered the call, to find that hotel employees had brought the fire under control before their arrival.

Damage was confined to the rug and the walls of the room. Cause of the fire was believed to be a pilot light of a wall heater igniting the cleaning fluid.

READ SUN CLASSIFIED ADS



TALKING IT OVER — Desi Arnez, right, TV star and orchestra leader and Harry Ackerman, vice president of CBS-TV, talk things over at the Racquet Club.

CBS Leaders in City for Session

Top brass of Columbia Broadcasting system, combined business with pleasure this past weekend as they vacationed and held conferences at the Racquet Club.

In the group were Jack von Voegenberg, president of CBS-TV, of New York, Adrian Murphy, president of CBS Radio, of New York; Harry Ackerman, vice president of CBS-TV; Lester Gottlieb and Guy Dellacopa, vice-presidents of CBS Radio; Spencer Harrison, vice president of CBS-TV; Arthur Pagett, CBS specialist; Irving Fine, director of public relations of CBS Hollywood.

Desi Arnez of "I Love Lucy" (CBS top show) and script writers also attended some of the conferences which were concerned with future programs and future policies.

COIN PURSE LOST

Loss of a coin purse containing \$3 in cash, a charge plate and driver's license was reported to police by Mrs. Harry Whitcombe, 2053 East Amado road.

SAVE WHERE MONEY GROWS FASTER

NATIONAL THRIFT WEEK
January 17th to 23rd

Coachella Valley Savings AND LOAN ASSOCIATION

Palm Springs Indio, Calif.
176 S. Indian Ave. 45-149 Smurr Ave.
Phone 2954 Phone 7-3416

Sun Classified Bring Quick Results

Mayfair

GREATEST VALUES ANYWHERE

BEEF SELECTION

All cuts of meat fully trimmed of excess waste and fat

Choose a U. S. CHOICE GRADE

U.S. Choice Grade
Extra tender and juicy, delicious.

ECONOMICAL BLADE CUT CHUCK ROAST
"Blue Ribbon" **43¢**

WASTE REMOVED RUMP ROAST
"Blue Ribbon" **69¢**

GROUND BEEF **33¢**

ROUND STEAK
"Blue Ribbon" **69¢**

CHUCK ROAST
"Blue Ribbon" **43¢**

RUMP ROAST
"Blue Ribbon" **69¢**

GROUND ROUND STEAK **59¢**

SHORT RIB RIB ROAST **69¢**

CATALINA FILLET OF SWORDFISH **59¢**

Armours', Midget Link SAUSAGE **65¢**

Every Cut Unconditionally Guaranteed Tender

ELNA QUALITY TOMATOES
TOP SPREAD, ENRICHED, YELLOW MARGARINE
ELNA, QUALITY, PURE GRAPE JELLY
STOKELY'S APPLESAUCE
DEL MONTE PEACHES
SNOWFLAKE CRACKERS
LIBBY'S TOMATO JUICE
KLEENEX FACIAL TISSUE
STAR-KIST TUNA
AJAX CLEANSER
MAYFAIR PAPER NAPKINS
PALMOLIVE SOAP
Cashmere Bouquet Soap
FAB DETERGENT
VEL DETERGENT
CHAMP JORDAN ALMONDS

FOOD CLUB **PL. JAR 24c**
MIRACLE WHIP **QT. JAR 51c**

FROZEN FOODS
MINUTE MAID **ORANGE JUICE** **6-oz. 15¢**
Food Club **10-oz. pkg. Leaf Spinach 15c**
Food Club **1-lb. pkg. Fillet of Sole 49c**
Kermin's - Fruit **Pie 2 Reg. 29¢**

DELICATESSEN
WISCONSIN SHARP AGED **Cheddar Cheese 69¢**
Pioneer **Bra'n'schw'g'r 59¢**
All Beef - Kosher **Salami By the Piece 59¢**

LIQUORS
\$4.99 KENTUCKY STOCK **Straight Kentucky Bonded Bourbon 4 YRS. OLD 59¢**
Old Perfection, 6 yr. old **Str. Whiskey 59¢**
Old Rabbinal - Concord **Grape Wine 69¢**

LIPTON TEA
THE BRISK TEA
3/4-lb. — **35c**
LIPTON TEA BAGS
THE BRISK TEA
48 bags — **58c**

For Cooking or Salads
KRAFT OIL **Qt. 63¢**
The Wesson Oil Shortening
SNOWDRIFT **3-lb. Can 87¢**
The Gentle Bleach
PUREX **Half Gallon 29¢**

GROUND 29-oz. Can 15¢
1-lb. Carton 21¢
20-oz. Jar 23¢
17-oz. Can 17¢
SILCED or HALVES 29-oz. 25¢
1-LB. PKG. 21¢
46-oz. Can 21¢
BOX OF 300 19¢
6 1/2-oz. Can 30¢
REGULAR CAN 12¢
80-COUNT PACKAGE 11¢
3 Reg. 23¢ 2 Bath size 23¢
LGE. 29¢ PKG. GIANT SIZE 71¢
LGE. 29¢ PKG. GIANT SIZE 71¢
1-LB. CELLO 49¢

FOOD CLUB **12-oz. 29¢ Jar**
SUNSHINE BRAND **HYDROX COOKIES 12-oz. 39¢**
POMPEIAN, PURE **OLIVE OIL 8-oz. Tin 11¢**
OLD DUTCH **CLEANSER 2 Reg. 25¢**
NORTHERN TISSUE 3 Reg. 23¢

Garden Fresh PRODUCE
DELICIOUS APPLES 3 lbs. 29¢
LOOSE CARROTS 5¢
TUBE TOMATOES 15¢
CALIMYRNA FIGS 12-oz. PACKAGE 25¢

You ALWAYS Get MORE for your MONEY at...

Mayfair market

Limit Rights Reserved
Advertised Prices Good Thurs. thru Sunday, Jan. 21-24
444 N. Palm Canyon Drive Palm Springs

NOW!

A BETTER DEAL FOR THE MAN AT THE WHEEL

NEW! MOST VISIBILITY **NEW V-8's AND FAMOUS 6's**

NEW! ROOMIEST CABS **NEW! SHARPEST TURNING**

NEW! LOWER LOADING **PRICED WITH THE LOWEST**

NEW DODGE "Job-Rated" TRUCKS

See us, phone us today for a better deal

IMPERIAL MOTORS

83-095 Highway 99 Indio, Calif.
Palm Springs and Coachella Valley
DODGE Automobile and DODGE "Job-Rated" TRUCKS
(Factory Deliveries Available) Phone 7-3311

City to Receive \$5,572 in Auto Fees from State

Palm Springs was allotted \$5,572.14 as its share of the state motor vehicle license fees (in lieu tax) for the period between June 1 and November 30, 1953, Robert C. Kirkwood, state controller, reported Monday.

The allocation is based on population. As second largest city in the county, only Riverside received more than the Village.

The special census taken last year listed Palm Springs' population as 10,381. Riverside county, outside of cities, was allocated \$69,235.82.

Window Broken by Vandal with Rock

Malicious mischief, breaking of a window in her home by someone throwing rocks, was reported to police Monday by Mrs. Terry Green, 620 Sunny Dunes road.

Charles C. Valentino Detective Agency



Guards
Watch
Clock
Service

Private
Patrolmen
furnished
for all
occasions

BANK DEPOSIT SERVICE

FREE
Private-Confidential
Consultations

24 HOUR SERVICE

123 E. Andreas Road
PHONE 2926
After 5 P.M. 2865



WINNER — Boyd Hunsucker, 13-year-old Blythe youth, was the winner Saturday of the Junior American round of the Boy Scout Archery shoot at the Polo Grounds. Using a home-made bow and arrows, he scored an overwhelming victory over his nearest rival, Guy Davis of Blythe who was in charge of the second annual event, which attracted 115 Scout entrants from throughout the county.

102 Scouts Participate in Archery Tourney Here

Boyd Hunsucker, 13-year-old Scout of Troop 45, Blythe, was the Sweepstakes winner at the

2nd Annual Archery Tournament, Boy Scouts of America held Saturday, at the Polo Grounds. He shot a score of 416 out of a possible 810 points, in the Junior American Round and 100 points in the Clout Shoot. He was awarded three gold medals for the Junior American, Clout Shoot, and equipment which he built.

The Junior American Round consists of 90 arrows shot at 50, 40, and 30 yards and the Clout Shoot, 24 arrows at 140 yards. First place (Gold Medal) Explorer was Dave Schuster, Crew 3 of Riverside with 338 points. The scoring was for the Junior American Round. The First Place Trophy for Explorer Team, went to Crew 13 of Riverside with a total of 1065 points.

One hundred two Scouts and Explorers from Blythe, Midland, Thermal, Indio, Thousand Palms, Cathedral City, Palm Springs, Desert Hot Springs, Banning, Idyllwild, Hemet and Riverside participated in the Tournament.

Guy Davis of Blythe was in charge of the Tournament and Harry Hill of Palm Springs handled arrangements. The straw for eight targets was donated by Ken Johnson of Palm Springs. Over twenty Scout Leaders from throughout the county served as judges and scorers. The Blythe Archery Club handled registrations. Awards were presented by Guy Davis.

City-Wide Recreation

(as reported by City Recreation Department)
SQUARE DANCING—Tuesday, 8 to 11 p. m. Frances Stevens School auditorium. Admission by donation, open to everyone. Walt Baurman, caller.

BASKETBALL—Monday and Wednesday, 7:30 and 8:30 p. m. High school gymnasium. Admission free.

TAMARISK PARK—Picnic facilities; lighted tennis courts, 25 cents an hour for lights; shuffleboard courts, horseshoe courts, children's playground. Open every day.

DEMUTH PARK—Relaxation facilities.

YOUTH CENTER—Monday through Saturday, 3:30 to 5:30 and 6:30 to 9:45 p. m. Open to boys and girls 13 to 19 years of age. For information regarding use of Polo Grounds, contact Howard Haddock, recreation director, Phone 2202.

Cathedral City News

By Paul and Mildred Clark—Phone 3-4691

Woman's Club

One of the most interesting meetings of the year was held yesterday by the Cathedral City Woman's club at the Town Hall, with members and guests joining together in a "Hobby Show." Last year the club held an antique show, but this year the program chairman enlarged the scope of the program to take in individual hobbies which included the collecting of antiques, cooking, ceramics, rug hooking, and painting. The entire hall was a beehive of activity. Two beautiful finishes hooked rugs were on display one by club member Ruth Ferguson, an one by a guest, Mrs. F. W. Griffiths, and also a rug in the making.

Margaret Davidson, well known local artist, set her easel up in a corner and painted a still life for a delighted group. Laura Madison demonstrated the most charming table decorations using dry arrangements

some typical of our desert region. Hostesses for the day were Mrs. Vernon Krings and Mrs. Francis Wood. "Sand and Stars" is the theme for the fourth annual Fashion Show to be given by the club February 3 around the lovely pool at the Desert Air hotel in Rancho Mirage. This is an event that is greatly enjoyed by club members and their friends, not only as entertainment, but as an exposition of practical desert wear in that all the dresses and western wear shown are from two Cathedral City establishments, Scott's Desert Wear and the Desert Aire Shop.

Sanitary Board

The Sanitary District Board met Monday evening with all members present. President Claude Cobb, Robert Sherrill, Edward Biles, Mike Gordon and Riley Ebert. There were no complaints on garbage refuse pick-up. Problems concerning the district owned dump were discussed and a communication from Supervisor Homer Varner was read which stated that the county has instituted a survey of refuse disposal problems particularly pertaining to the desert area.

March of Dimes

As throughout the country, the March of Dimes drive is in full swing in Cathedral City. The Lions Club got the drive off to a good start with a collection of nearly fifty dollars at

Flying Age

Suspect in Stolen Plane Nabbed Here

It's the flying age, even when it comes to thefts. This was the report local police received Monday afternoon when they were informed that Marion Lee Resner, 23, Blythe, was at the local airport with a reportedly stolen plane from Blythe. Resner was taken into custody, and released Monday evening to Blythe officials for return to that city.

its last week's meeting. Coin containers have been placed in most of the community's business houses. If any place has been missed and wants one of the receptacles, please contact your local chairman, Mrs. Mildred Clark.

Till in Hospital

Larry Weingartner is still in Coachella Valley Hospital. In dio, as the result of head injuries suffered in an automobile accident at Palm Desert on January 4. His family reports that he is semi-conscious at times and is to be considered holding his own. Mr. Weingartner was in business for several years in Cathedral City before joining the State Forestry department as a fireman. He is now serving his third term as secretary of the Cathedral City Lions club.

Publicity Pays

More evidence of the value of advertising is witnessed in a recent experience of the Chamber of Commerce. A letter written to Mrs. Myron Root of Medford, Oregon, a former Winter visitor, brought the following response: "Your illustrated stationery with the palms and sun over the little city in the desert makes me homesick so that I have decided to come down this Winter. May I, in turn, put in a plug among desert residents for our August Month of out-of-doors Shakespeare at beautiful Ashland, Oregon. Young actors from all over the United States and even England come for this event."

Events in Brief

Fourteen girls of Girl Scout Troops 6 and 21 enjoyed an all day hike and picnic lunch in Cathedral Canyon last Saturday. They were accompanied by three mothers, Mrs. Eileen Schmidt, Betty Watkins and Thelma Goode.

Capt. S. L. Owens, U.S.N. retired, will present color motion pictures of the navy in action at the Lions Club dinner to be held

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and PALM SPRINGS NEWS
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Thursday, January 21, 1954

at the Town Hall next Thursday evening. Capt. Owens is a Winter resident at Sky Ridge Trailer Park. President Francis Wood states that several new members will also be inducted and that Russ Hewitson will be chairman of the evening.

Beautiful Home

4 bedrooms . . . 3 baths
Large living room . . . Sun-deck . . . Roof garden all fenced in . . .

Will SELL for HALF of Building Cost . . .

448 HERMOSA PL.

you owe it to yourself

TO CHECK THE PRICES AND VALUES AT

Raffee's

BEFORE YOU BUY YOUR

CARPETS RUGS REMNANTS

Raffee Rug & Carpet Co.

198 So. Indian Ave. For Estimates Phone 2680

Terrific Sacrifice Buy!

on well located, well appointed
INCOME UNIT

SHOWS 10% NET

Can easily show much more if owner managed

10 rental units plus

Owner's Living Quarters

Exquisite 2 bedrooms, 2 baths, large living room, separate dining room and kitchen . . .

Also nice private patio.

So arranged it can be made into 12 rental units to rent as Singles, Doubles or Triples.

Newly decorated inside and out

6 kitchens, 5 apartments with tub and shower

5 apartments with showers. New supply of linen . . . excellent blankets and pillows . . . new chaise lounge pads.

Large Heated Pool

Beautifully Landscaped and Flood Lighted

Very Small Down Payment will handle

For complete details

Phone 3162 after 6 P.M. or 3333 during the day

Marty Cobin's First . . .

January Clearance

Your once-a-year opportunity to save on every item in our fine lines of women's fashions. See these unbelievable values today. It's our first sale.

. . . Dresses . . .

Cottons — Sheers — Prints

Solids. All sizes.

Values to \$14.95

\$5⁸⁹

Nylons — Cottons — Tie Silks

Linens. All sizes.

Values to \$22.95

\$8⁸⁹

. . . Blouses . . .

Cottons - Long Sleeves, Short Sleeves. Plain and Prints. Jerseys.

Values to \$8.95

\$2⁴⁹

Nylons, Wool Jersey, Silk Shantung, Imported Cottons

Values to \$14.95

\$5⁴⁹

Formals . . .

Cocktail and Dinner Dresses

Values to \$49.95

\$25⁰⁰

Other Dresses . . .

Wools — Nylons — Imported Fabrics
One and Two Piece

Values to \$35.00

\$12⁸⁹

. . . Skirts . . .

Cotton Prints, Full Circle.

Values to \$8.95

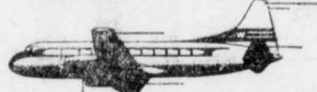
\$3⁴⁹

100% All wool Chiffon velvets — Cotton Quilts — Straight and circular, solid colors and prints.

Values to \$17.95

\$8⁸⁹

Fly the best in the West!



* For fast, comfortable flights choose Western's big, modern airliners. These deluxe planes set a high standard for luxurious air travel in the West. You save hours on their convenient schedules...you save dollars on their low fares!

Call Western at 2709 or the Olman travel Service, 2756

SAN DIEGO
Fly the new
direct route!

WESTERN AIR LINES
AMERICA'S OLDEST AIRLINE

MARTY COBIN

"The Fashion Center of Palm Springs"

274 NORTH PALM CANYON DRIVE

PHONE 2616

Autos Damaged in Collision

Damage estimated at \$300 was caused to vehicles driven by Iva Ruth Roberts, Palm Springs, and Froman Golden, 3917 Sunny Dunes road, when they collided at the intersection of Sunny Dunes road and Camino Real, at 8 a. m., Thursday.

Miss Roberts was traveling north on Camino Real, and Golden was traveling west on Sunny Dunes road, according to Officer Edward Gutmann, who investigated the accident. Damage to each car was estimated at \$150.

All Year Club's Publicity Brings Many to County

Riverside county and its cities are receiving extensive national publicity and promotion through the cooperative campaign carried on by the All-Year club, it was disclosed today by Don Thomas, managing director of the veteran Southland advertising organization. He addressed the Riverside County Association of Chambers of Commerce at Desert Vendome on Highway

111 east of Palm Springs. Thomas told how the All-Year club of Southern California was formed 33 years ago as a community advertising organization to stimulate the tourist business, and how the decision came about to promote all of "Southern California" rather than the Los Angeles area where the plan originated.

"THE FOUNDERS of this cooperative enterprise could have narrowed their field. But they took the wise viewpoint that we could do best for all of us by broadening our campaign and selling, not Los Angeles, but the whole of Southern California," he explained. "That is, take in everybody who cared to cooperate and advertise our whole region for the benefit of all of us."

The result is, he continued, that 10 counties and many cities are engaged in one of the most remarkable cooperative ventures in America, with each of them subscribing to the cost of the tourist campaign—Riverside county, \$5,000, Los Angeles county \$400,000 and others varying amounts making up an annual budget of \$600,000.

OVER THREE DECADES of this campaign have increased the flow of out-of-state pleasure tourists to the point where nearly 4,000,000 came last year and spent over \$600,000,000 in the Southland, he said. Thomas exhibited giant size reproductions of All-Year club colored advertisements placed nationally, which showed the desert scenes, orange groves, and resorts of the county. Publicity

stories placed by the All-Year club in big Eastern and Northwest newspapers centered upon the Indian date festival, Palm Springs and its resort facilities, and other features of the county.

The Desert Sun—3b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, January 21, 1954

Announcement

FRANK AND CLARA DWYER
are now the Owner-Operators of

PEGI SCOT'S Employment Agency
and Business Service

• PUBLIC STENOGRAPHERS — MIMEOGRAPHING
• ADDRESSING • MAILING • FAST SERVICE

256 S. Palm Canyon Dr.

Phone 7691

READ SUN CLASSIFIED ADS

12 UNIT COURT
\$4500 Down
Trailer and Cabana,
\$200 down, \$55 per month
Large business corner
near Racquet Club.
Make offer.
LOUIS VINGER
3775 N. Indian Ave.
Phone 5595
Good Will To All

Dr. Sidney Noles, Jr.

Optometrist

- Eyes Examined
- Same Day R Service
- Latest Modern Eyewear



170 West Amado Road

Phone 2212



WHERE TO DINE

A Gourmet's Guide to the Finest Restaurants in the Palm Springs Resort Area



Rudy's
1180 SOUTH PALM CANYON DRIVE
HOME OF
THE MILK
and
CORN FED
CHICKEN
Superb Food!
DINNERS from \$1.75
Open from Noon, Daily

OUR 9th SEASON IN PALM SPRINGS
OUR "BRAND" IS DELICIOUS FOOD
**TENDER STEAKS
CHOPS
CHICKEN**
COMPLETE MENU — SENSIBLE PRICES
Saddle and Sirloin
319 North Palm Canyon Drive
For Reservations Phone 9069

THE DUNES
Internationally Famous for its Cuisine
The Only Intimate Night Club Atmosphere in the Palm Springs Resort Area
Connie and Ruby Your Hosts
238 N. Palm Canyon
PHONE 9014

CHI CHI RESTAURANT
Delicious 7 course Dinner from \$1.95
Eastern Top Sirloin Steak Dinner \$2.85
Roast Eastern Prime Ribs of Beef EXTRA CUT \$3.85
Our Dinners Include:
Soup du Jour, Crisp Mixed Green Salad Bowl with our Delicious Chi Chi Dressing, Green Vegetables, Baked Potato with Cheese Sauce and Chives. Choice of Desserts from our own Bakery: Cheese Cake, French Pastry, or our famous Black Bottom Pie. Choice of Beverages.
PHONE 7391 Open for Luncheon from 11 A.M. FREE PARKING

SAM KEELAND'S
TAMPICO
FEATURING THE FINEST
CHINESE FOODS
CANTONESE STYLE
Also STEAKS • SOUTHERN FRIED CHICKEN • COCKTAILS
FOOD TO TAKE OUT
You'll Enjoy the "Ah Sam" Room
599 Broadway Cathedral City

SOLOMON'S
FAMOUS RESTAURANT
AND DELICATESSEN
ONE OF THE MOST DIVERSIFIED MENUS IN THE PALM SPRINGS AREA
SERVING BREAKFAST • LUNCH • DINNER
FOODS TO TAKE OUT — WE DELIVER —
Owned and operated by Moo Lyons
622 North Palm Canyon Drive
TELEPHONE 2015

Town and Country
IN THE CENTER
171 North Palm Canyon Drive
• THE ONLY SCANDINAVIAN SMORGASBORD IN THE PALM SPRINGS RESORT AREA
• LUNCHEON BUFFET Served 12 Noon 'til 3 P.M.
• REGULAR DINNERS Choice Steaks... Chops Fried Chicken... Barbecued Loin Spareribs...
• COCKTAIL LOUNGE Personalized Service by your hosts, THE GILBERTS

The markets are full of fine meats and vegetables. It's what's done to them that makes the difference between just plain eating and dining. In all the West — no food so wondrous as Howard Manor's taste-tingling delights. Don't just eat — dine tonight at
Howard Manor
"CROWNING ACHIEVEMENT IN DESERT LIVING"
572 N. Indian Avenue

THE DOLL HOUSE
THE PALM SPRINGS
GEORGE AND ETHEL STREBE
Your Hosts
1032 North Palm Canyon Drive
PHONE 7301
Tops in Food
Tops in Entertainment

DORIS J. WHEATON'S
HOSTESS HOUSE
Luncheons
Afternoon
Snacks
SMORGASBORD NIGHTLY
Cold and Hot Table — Complete Dinner, \$3.50
AT THE OLD ADOBE
223 S. Palm Canyon Drive Phone 2361
In Balboa Island at 307 Marine Avenue

OASIS HOTEL
NEW OASIS DINING ROOM
Distinctive Decor
Unexcelled Cuisine
Internationally Famous Chef Keller
Unique Cocktail Lounge
155 S. BELARDO RD. (directly west of Bullock's towards the mountain) operated by Western Hotels Inc. — Phone 2101

THE OLYMPIA OYSTER HOUSE
Serving The Famous Olympia Oysters Steaks and other Sea Foods
Open Daily 11 A.M. to 11 P.M.
TWO LOCATIONS Hwy 111 Rancho Mirage & Olympia, Washington

MEXICAN FOODS
AT THEIR BEST Served from 12 noon
Special 95c Variety Plate LUNCHEON
DINNERS from \$1.40
Blainey's Fine MEXICAN FOOD
Bali Bali Room
224 N. Palm Canyon Drive
Phone 2247
Food to take out in our own containers

THE GLASS KITCHEN Serve Yourself and Dine
BARBECUED RIBS In a Basket \$1.25
FRENCH FRIES • COLE SLAW • all the trimmings
FRIED CHICKEN In a Basket \$1.10
FRENCH FRIES • COLE SLAW • all the trimmings
BBQ CHICKEN In a Basket \$1.35
FRENCH FRIES • COLE SLAW • all the trimmings
All food on the above menu may be boxed to take out At No Extra Charge.
Open 11 a.m. 'til 4 a.m. Phone 2319
1095 SOUTH PALM CANYON DRIVE

Tillie's
TAKE HOME
Chicken Dinners
\$1.50
• • •
Whole Broiled Chickens
235 S. Palm Canyon Drive
PHONE 4599

The All-American Dish
HAM 'n' EGGS
open 24 hours
THE PALM SPRINGS Ham 'n' Eggery
370 N. Palm Canyon

La Cita RESTAURANT
• DELIGHTFUL HOME COOKED MEALS
• CHILDREN'S MENU
• HOME BAKING
• ENJOY DINNER ON OUR OUTDOOR PATIO
• Serving from 5:30 P.M.
• COMPLETE DINNERS from \$1.75
JOHN & VIOLA BAJUSZ
Managing Owners
391 S. Palm Canyon
(opposite New Safeway)

MARCO'S and Vi's
FAMOUS FOR
MEXICAN FOOD
on Highway 99
BETWEEN BANNING and BEAUMONT
Phone BEAUMONT 2334

Carol's Italian Food
prepared by Angelo Torre and Albert Skippy Orsi the popular pair from Russian River
also STEAKS — CHOPS FRIED CHICKEN
Open every day from 5 P.M. to 11 P.M.
Noted for Fine Cocktails
Carol and Mack
Your hosts
Hwy 111, Cathedral City
PHONE 8-4850

"BARBECUED FOOD AT IT'S BEST"
EAT IT HERE
HAVE IT DELIVERED TAKE IT OUT
CORNY'S BARBECUE
in the Desert Farmers Market
444 No. Palm Canyon Drive
PHONE 5769

OUR SIXTH SEASON
ANGELO'S PALM DESERT INN
A Unique Place to Eat
ITALIAN FOOD at it's BEST
in a delightful, homelike atmosphere
THE ORIGINATORS OF PIZZA IN THE DESERT
13 Miles East of Palm Springs
on Highway 111 in Palm Desert
"Where Indio Meets Palm Springs"
Phone 76-2501 Closed Mondays

DON THE BEACHCOMBER
HOLLYWOOD — CHICAGO
CANTONESE CUISINE — ORIGINAL RUM DRINKS
IN Palm Springs AT NORTH PALM CANYON AND VIA LOLA — PHONE 2061

If you serve food
you should be represented
ON THIS PAGE

Finchy School Leader in Save the Children Drive

Katherine Finchy school topped the list in Palm Springs Unified school district with collection of clothing in operation with the Save-the-Children Federation last week for needy children throughout

The Desert Sun—4p
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, January 21, 1954

NOW

is a good TIME
to do that HOME
Improvement

Build that new
CARPORT . . . HOBBI
ROOM . . . BEDROOM . .
BATH . . PATIO . . POOL

MODERATE PRICES
Expert Workmanship
Easy Terms if Desired

MAYO
CONSTRUCTION CO.
73-945 HIWAY 111
Palm Desert
P.O. Box 131 Ph. P.D. 76-4452



From where I sit... by Joe Marsh

Open Even When
He's Closed

Must have been daydreaming on my way to a meeting down in Centerville the other night. My car ran dry before I thought to look at the gas gauge, but I managed to coast into a gas station—and found it closed!

Well, I thought my plans were ruined for sure until I noticed a gasoline can with a sign: "This is emergency gas. Just help yourself and leave the can with \$1.00. Thanks."

Got started, made the meeting on time, and had enough gas to

get back home again—thanks to a trusting friend.

From where I sit, folks who trust their neighbors make the world a better place to live in. For instance, letting a friend express his personal preferences, is one way of trusting your neighbor. Sometimes I prefer a temperate glass of beer in the evening but I'll always ask what you'd like before I pour yours.

Joe Marsh

Copyright, 1954, United States Brewers Foundation

the United States and foreign countries.

Children of the Katherine Finchy school collected 15 bundles for the Navajo Indians in the United States, Korean children and the Middle East.

This bundle week is sponsored by the educational agencies in each state.

In the California Division, Dr. Robert Goron Sproul, president, University of California, is honorary chairman. Other national sponsors are Herbert Hoover, James Farley, Mrs. Dwight D. Eisenhower, Mrs. Speaker Tracy, and Dr. Ralph W. Sockman. Dr. Ray W. Johnson, county superintendent of schools, is head of Riverside county Save-the-Children Federation.

Other schools of the district contributed the following:

Cahuilla school	10 bundles
Cathedral City	9 "
Desert Hot Spgs.	2 "
Frances Stevens	11 "
Thousand Palm	2 "
Nellie Coffman	11 "
High school	5 "

His Haste Lands Him in Toils of the Law

Walk, don't run, was the lesson learned early Sunday morning by a Mexican "wetback."

The 20-year-old man was seen by Officer Robert Johnson running in the vicinity of Alejo road and Avenida Caballeros, at 4:35 a. m. A routine check revealed that he was a Mexican national.



(Desert Sun Photo)

'BUNDLE DAY'—Students in the Palm Springs Unified School District last week collected clothes for Korea as a joint project. Pictured above with the 16 sacks of clothing collected at

Katherine Finchy school are, left to right, Clay Whitman, Dagoberto Duran, Denny Hicks, Bill Haber, Stevie Nichols, June Mike, Henrietta Lacy and Diana Burket. The children were class captains in the clothing drive at the school.

Prominent GOP Worker Moves to Marin County

Gertrude Walker, prominent in Republican circles in Palm Springs and Riverside county, announced Wednesday that she is leaving this area to locate in Marin county, possibly in Ross.

Mrs. Walker organized the first official Republican group in Palm Springs in December, 1950, the Council of Republican Women. Six months later, she was named to the county central committee and to the executive board of that organization. Soon after, she assisted in organizing the local Republican Assembly, and has served as a member of the board of directors since that time.

After entertaining three noted visitors from abroad at her new home, Mrs. Walker plans to leave on another trip around the world. Her visitors will be Brother Plus, Provincial of the

Christian Brothers in England, who is coming to this country on a special mission for Pope Pius XII, in April.

Lord Mayor and Mayoress Fulton Pennington of Kendal, England, cousins of her late husband, Judge J. G. Walker.

Among the persons she expects to visit on her trip round the world will be: Fred Ruchstahl in Capetown, Africa, and Dr. and Mrs. Terry Guernsey (he is consulting geologist for the Anglo-American Copper Mine), in Northern Rhodesia.

CAMERA STOLEN

Theft of a camera from her car parked in The Plaza was reported to police Sunday by Roma Marvin, 156 Morongo road.

Owners, Lessees in Indian Land to Meet Tomorrow

Landowners and lessees of Indian land in Palm Springs will meet tomorrow night at Frances Stevens school to hear reports of progress on framing of a charter and by-laws for the organization.

President George Prosser at last week's meeting of the group appointed a committee to draw up the papers. Members of the committee

are Hazel Critchlow, Irvin B. Hoberecht, Leona Smith and Louis Loheac. Assisting the committee are Bell Hager, vice president, and Sue Hamilton, treasurer.

Scouts See Picture at Sunair Drive-In

Scouts from throughout the county attended the showing of "Mr. Scoutmaster" at Sunair Drive-in theater last week, with Troop 77 having the best showing, Manager Bill Bronstein reported.

All Scouts in uniform were admitted free to the movie.

READ SUN
CLASSIFIED ADS

City Sets Dates for Personnel Board Exams

Palm Springs city employees hired subsequent to November 15, 1951, are not previously given personnel examinations will be tested in two groups, clerical and mechanical, on February 4 and 5 at the council chambers, it was announced Monday.

This is to meet the requirements of the city's personnel ordinance, which demands examinations for all personnel before their jobs are permanent. In addition to these two groups, a number of employees in special classifications will also receive examinations at a later date.

The examination for laborers on February 5 is also open to

prospective employees, since the city wishes to have a number of men in reserve for these jobs. The laborer classification includes work in waste disposal and street departments, and has a salary range of \$215-274 per month. Men interested in placing their names on file for employment in these departments should apply at the city offices and be on hand to take the qualifying examination on February 5.

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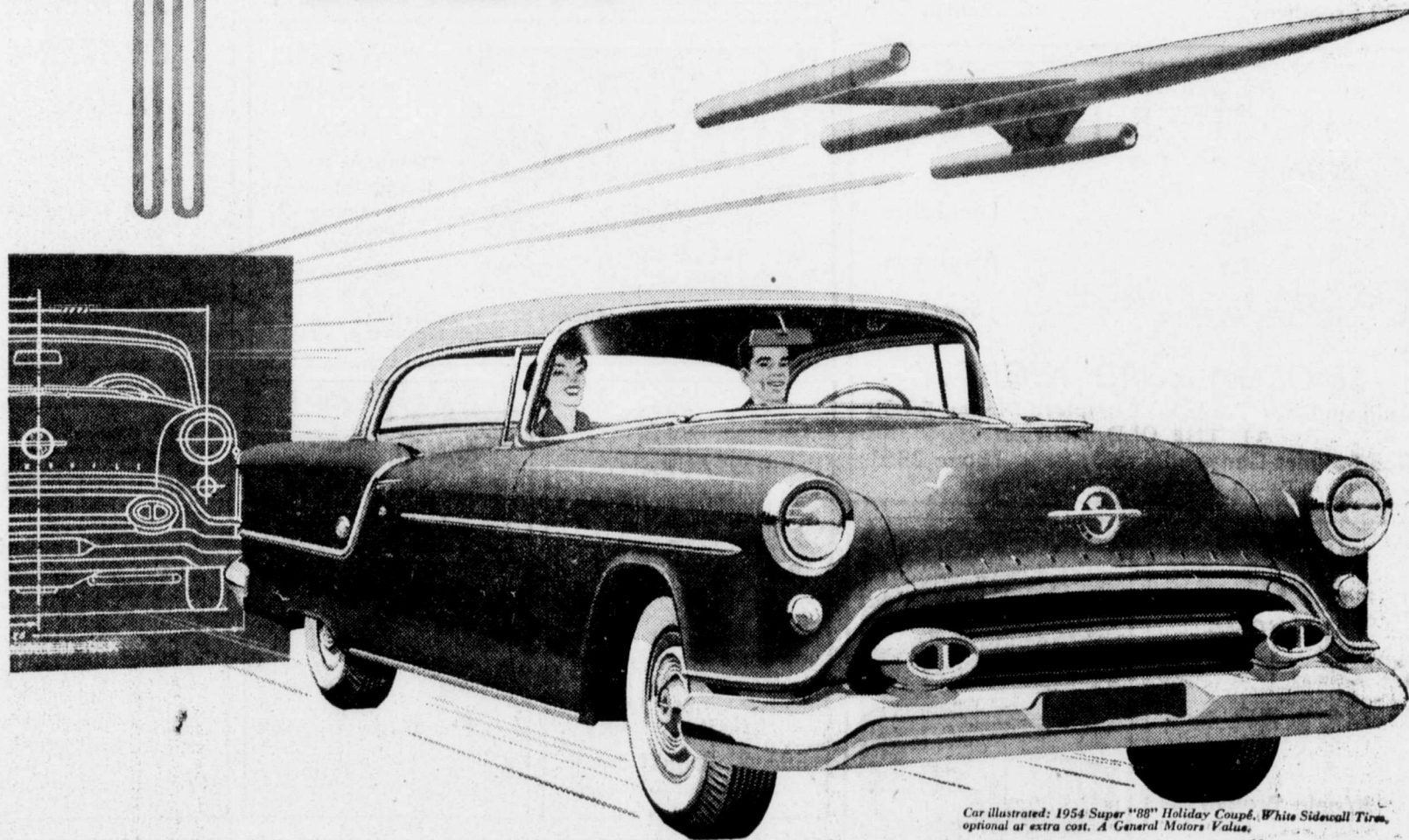
SMOKE TREE RANCH
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New

...Ultra-New for '54!

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DEALER'S

ANNOUNCING the breath-taking new Oldsmobile Super "88" for 1954! The Oldsmobile so ultra-new in design . . . so original in style throughout . . . there's never been a car like it before! Just wait till you see its completely new Body by Fisher—that new lower, longer, lovelier silhouette! The daring new slant of its panoramic windshield! The dramatic new flair in its sweep-cut doors and fenders! And just wait till you drive the new 185-horsepower World's Record "Rocket" Engine with 8.25 to 1 compression ratio—the engine that outperforms, out-economizes even the power-famous '53 "Rocket". For a completely new view on modern automobiles, see the thrilling new Super "88" . . . on display now! And watch for Oldsmobile's new "Dream Car", the Classic Ninety-Eight . . . coming to your dealer's soon!



Car illustrated: 1954 Super "88" Holiday Coupé, White Sideline Trim, optional at extra cost. A General Motors Value.

World's Record "Rocket"
OLDSMOBILE

SEE YOUR NEAREST OLDSMOBILE DEALER

PLAZA MOTORS

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MEN—WOMEN—CHILDREN

You'll Buy Several Pair at these
LOW, LOW PRICES!

You find such brands as
DEBS, JOYCE, PENALJO, JOLENE
ARCH PRESERVER and SELBYS

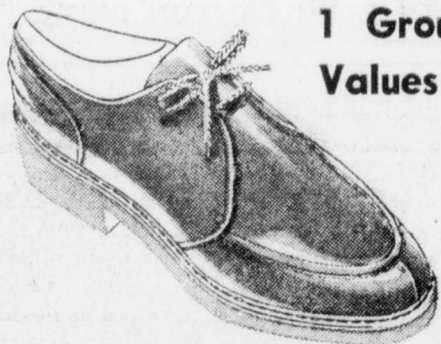
1 Group
Values to \$8.95

\$2.88



1 Group
Values to \$12.95

\$3.88



1 Group
Values to \$15.95

\$4.88

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JEWELLED FLATS

In Colorful Velvet
Straw and Kid

\$3.95

1 LOT OF 4-B
LADIES' SAMPLES
\$2.95 2 for \$5.00

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326 S. Indian Ave.
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Penthouse 31, The Plaza
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GANNON REALTY CO. 2772
711 N. Palm Canyon Dr.
HAMMOND, JAMES 5373
875 N. Palm Canyon Dr.
HARRY REID and
RUSSELL WADE 2855
850 S. Palm Canyon Dr.
HICKS, HAROLD J. 2736
813 N. Palm Canyon Dr.
ISRAEL, ADOLPH 2981
671 N. Palm Canyon Dr.
JAMES, MARTHA 2751
445 N. Palm Canyon Dr.
JONES, A. H. CO. 4644
600 S. Palm Canyon Dr.
MATTHEWS, CHAS. J. 5308
180 S. Indian Ave.
MILLER, FRANK W. 2929
428 N. Palm Canyon Dr.
MUNHOLLAND & CO. 3673
1059 N. Palm Canyon Dr.
NICHOLS, CULVER 2182
861 N. Palm Canyon Dr.
PALM SPRINGS REALTY CO.
190 N. Sunrise Way 2742
PRESS, THERESA 5282 or
420 S. Indian Ave. 5691
RAY, TERRY 2064 or 5103
773 N. Palm Canyon Dr.
ROCKES, MADGE O. 7375
P.O. Box 669
SHEPTEENKO, PETER B. 2727
The Pioneer Realty Co.
475 N. Palm Canyon Dr.
VENGER, LOUIS 5595
3775 N. Indian Ave.
Mail Address P.O. Box 1447
WEINSTEIN, RALPH 2884
2504 S. Palm Canyon Dr.
WILLIAMS, JOHN W. 3311
423 N. Palm Canyon Dr.
WRIGHT, BILLY 5727
180 S. Indian Ave.

CATHEDRAL CITY

BILES, RUTH 8-4371
56 Glenn Street
BLAKELEY, M. H. 8-4313
HILLERY, WILLARD R. 8-3417
JORGENSEN, E. M. 8-3401
68-574 Broadway
LEWIS, ANN REALTY, 85002
Formerly Ann Sloan Realty
661 Broadway
SHERILL, R. H. "Bob" 8-3543
707 and 713 "D" St.

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Wonder Palms Rd at
Hiway 111

RANCHO MIRAGE

EWART, ESTELLA C. 8-4203

COACHELLA

RALPH L. STEPHENS CO.
Hill Ave. and Hiway 111

PALM DESERT

EDITH EDDY WARD
Palm Desert 76-3431
73-667 Highway 111
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Palm Desert Biltmore

THOUSAND PALMS

HAL CORNELIUS 393

INDIO

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"Worship" Topic at Cathedral City Church Sunday

"The Church worshipping" will be the subject of the Sunday morning service at Cathedral City Community church. The pastor, Dr. Graham Hunter, is making it the third in a series of sermons on "The Church Serving" and "The Church Evangelizing." In accordance with the lively interest which many people are showing in singing, under leadership of Mr. and Mrs. Norman C. Wickland, the church will hold a song service next Sunday at 7 p. m., at the church building. The committee in charge is Mrs. A. Newman, Mrs. Marcia Brown and Mrs. Alice McCrea.

The weekly meeting for Bible study and prayer is on Thursday mornings at eleven, the pastor leading in a study of Luke's Gospel.

Youth Night at Church Sunday

"Christ Pre-eminent" will be the theme of Dr. James H. Blackstone's sermon at 11 a. m. Sunday at Community church. There will be special music by the Chancel Choir.

The evening will be Youth Night with many of the young people participating. They have just returned last week from the Forest Home Winter conference and many of them will present echoes of the inspiration they received while at Forest Home.

The Junior high Christian Endeavor will meet at 6:15 with Dr. Blackstone leading and the high school group will meet at the same time in the church social hall. This is to be an outstanding program entitled "This is Your Life."

The Junior high Christian Endeavor group will make a one day trip to Forest Home on Saturday.

Lutheran Services
at
Youth Center
386 No. Belardo Road
Every Sunday
at
8:30 A.M.
REV. W. H. TENSMEYER

FIRST CHURCH OF CHRIST, SCIENTIST, PALM SPRINGS
A Branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass.
Sunday Service, 11 A.M.
Wednesday Meetings, 8 P.M. (Women's Clubhouse)
Sunday School, 9:15 A.M.
271 Ocotillo Avenue
The Reading Room in The Center is open daily, except Sundays and holidays from 12 to 4.

Confident Living

by
NORMAN VINCENT PEALE

Release from Physical Tension



Do you ever find yourself drumming your fingers? Tapping your feet? Stroking your cheek? Biting your nails?

All these habits are evidence of one thing—muscle tension in the body. And the body is a complicated instrument. The motivating factors which permit you to raise your arm, open and shut your eyes, eat and sneeze are things men of science would give anything to know how to reproduce. We are still trying to find out more about the complicated relationships between our bodies and our minds.

Some years ago, I became convinced that muscle tension had so much to do with mental tension that I determined to practice bodily stillness techniques. I found them very helpful and effective. In the course of my investigation of this subject, I attended a demonstration of the ancient Hindu practice of yoga. The yogi giving the demonstration sat for one solid hour without twitching a muscle. I tried it myself and thought I was going to die. I could hardly stand it. I even seemed to hear myself swallow.

But I soon found that the secret is to relax and think of every part of your body as quiet and still. You have to believe that God is giving his peace to your muscles and nerves. When you get this stillness in your body, you are in tune with the harmonious factors of the universe and the re-creative powers of God.

One day, at my farm in Dutchess County, New York, I went for a walk. It was a glorious summer day and I walked past one of our meadows, noticing that, as the wheat rippled in the wind, it resembled the gentle undulation of the sea.

I was reminded of a woman who told me of going down to Florida for a rest after a nervous breakdown and lying on the sand day after day watching the waves against the shore synchronized perfectly with the beat of her own heart. Then she noticed a blade of beach grass waving in the breeze, and its movement too was in rhythm with the beating of her heart and the pounding of the surf on the sand. Suddenly, for the first time, she felt the inner harmony and stillness of the universe and its close relationship to herself.

As I thought about her experience while sitting on the beach and watching the wind ruffle the wheat, I had a delicious sense of physical well-being. God's harmony was touching me. In body, mind and spirit, I felt his quietness.

You can practice stillness of

Jewish History Lecture Tonight

Rabbi Arthur B. Lebowitz will deliver the third lecture in the series on American Jewish History this evening at 8:15 at the Jewish Community Center.

The subject of this lecture will be "The Period following the American Revolution." Question and answer period will follow the lecture. The public is cordially invited to attend.

Report Attempt to Break Into Room

Attempted entry into her room at 1205 East Ramon road was reported to police Monday by Judi Dyckman. The screen had been removed and the window broken, but there was no evidence that actual entry had been made, police said.

"Tree of Life" to be Topic Friday at Temple Isaiah

What can be learned from nature will be discussed by Rabbi Arthur B. Lebowitz in his sermon entitled "The Tree of Life" at Sabbath services tomorrow evening, at the Temple Isaiah at 8:15 o'clock.

The Temple Choir under the able direction of Harry Tomlinson will give the musical portions of the services.

Saturday morning services are scheduled for 10 o'clock. Religious school classes will meet on Sunday morning at 10 o'clock.

A special tree-planting ceremony and program by the children of the Religious school has been arranged by Katie Nelson, principal.

L.C. to Present Flag to Church on Reservation

Fourth Degree Knights of Columbus from San Bernardino will present an American flag to Our Lady of Guadalupe church on the Reservation Sunday, January 31, it was announced this week. The presentation, scheduled for noon, will be under the auspices of the local Knights of Columbus council of which Bob Reeh is Grand Knight.

The local council will attend church in a body at 10:30 a. m. at Our Lady of Guadalupe. Father O'Sullivan will sing a high Mass and preach the sermon. After the services the flag will be raised in front of the church.

The Catholic women will serve their Fiesta dinners from noon on. Mexican dinners and Southern dinners will be on the menu. Serving of the dinners and Fiesta activities will continue all afternoon.

The public is invited to the event.

READ SUN CLASSIFIED ADS

Back to Church Plan of Legion Meets Approval

Owen Coffman Post of the American Legion has long been given recognition for outstanding work in several fields, as in its annual 'Operation Fruit and Dates' for the veterans' hospital Christmas, Commander John Joyce said this week. Word now comes from the semi-annual department executive meeting in Merced January 10, that the work of the local Post on the Legions 'Forward with God' program is being set up as a pattern for the entire state to follow.

During the months of October and November there appeared in The Desert Sun a series of ads urging church participation, prepared by the local Legion and subscribed by a number of local merchants. This advertisement was sent to the department by request of the State Chaplain Norman Edwards, of Menlo Park, and copies of it have been distributed throughout the state as a pattern for

Last Rites Said for L. C. Duncan

Last rites were said Tuesday at Palm Springs Community church for Lewis Cecil Duncan, resident of Cathedral City for the past 12 years who died suddenly at Loma Linda hospital of a heart ailment, Friday.

Duncan had gone to the hospital to visit his wife who is a patient there. He was 55 years of age.

He was retired from the Los Angeles city police force and was bailiff of the Indian branch of the county superior court.

He is survived by his wife, Mrs. Ruth C. Duncan, a son, Merrill B. Duncan, Los Angeles police officer, and two brothers, Elbert B. Duncan of Monmouth, Illinois, and Owen Duncan of Galesburg, Illinois.

Wiefels and Son mortuary was in charge of arrangements.

other posts.

Word was received this week that Rev. Edwards is enough interested in Palm Springs activities that he will attend the Area Southern California Conference here on January 30-31, along with Department Commander Bill Burke, and other high Legion officials.

A feature of such programs has now become established in a religious-memorial service at 11 a. m. Sunday. This period during the conference here will

The Desert Sun—5b
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, January 21, 1954

be conducted by Area Chaplain Clinton Mitchell, local Post member. Mitchell has been making appearances in posts over the Area in promotion of this phase of the work of the American Legion, and reported universal acceptance and approval by the membership.

"COMMUNISM'S GREATEST ENEMY"

... POINTED OUT IN A STRIKING BIBLE PROPHECY

Learn God's seven words that dash the dictators' dreams. You'll say, "I never knew it was in the Bible."

Another
SMITH & GUY
BIBLE LECTURE

Plus
"Voice of the Deep"

a fascinating film in full color dramatizing God's creative power. Bring the whole family.

SAT. Jan. 23
at 7:30

CATHEDRAL CITY TOWN HALL




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AMBULANCE SERVICE
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DILL Lumber Co.
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Got an old CLOTHES LINE?

\$25
-it's worth

WHEN YOU BUY A NEW AUTOMATIC GAS CLOTHES DRYER

Offer good till Feb. 1st

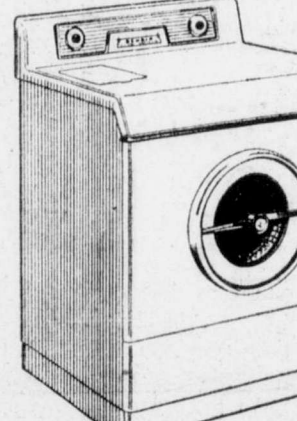
Is your clothesline rope? Wire? Plastic cord? Whatever it is, it's worth \$25 toward the purchase of a new automatic gas clothes dryer, if you buy before February 1st.

A new automatic gas clothes dryer ends the need for clotheslines... dries clothes rain or shine, day or night. You simply toss in rinsed clothes and set the control. Minutes later you remove soft, sweet-smelling wash.

Remember the "Big 3" — an Automatic Gas Clothes Dryer...

- 1 Dries clothes faster than any other fuel.
- 2 Costs less to operate—less than 2¢ a dryer-full.
- 3 Costs less installed.

VISIT ANY DEALER OR YOUR GAS COMPANY FOR FULL DETAILS



Automatic gas clothes dryer illustrated is the new **BENDIX**

Offer good only on these leading makes of automatic gas clothes dryers:

A B C	NORGE
BENDIX	ROPER
BLACKSTONE	SPEED QUEEN
CALORIC	TEMCO
COMMONWEALTH	THOR
HAMILTON	WEDGWOOD
WHIRLPOOL	

GAS

MILESTONE FOR A MIGHTY INDUSTRY



THE 50 MILLIONTH TELEPHONE IN THE U.S.A.

On November 18, 1953, the telephone industry of America presented President Dwight D. Eisenhower with a gold-starred telephone, the 50-millionth in the nation, as a symbol of the public benefits enjoyed through our system of private enterprise and of the importance of unhampered communication as a way toward the unity of peoples.

In this nation there are approximately 5,300 individual telephone operating companies, nearly a million telephone workers, and a million and a half telephone industry shareholders working together to bring the American people the finest telephone service in the world. In the U. S. there is one telephone for every three persons while in the rest of the world the ratio is one telephone for every 61 persons.

Since the war the number of telephones in the nation has jumped from 30,000,000 to 50,000,000, an increase of 66 percent in eight years. AND YOUR COMPANY, ONE OF THE LARGEST OF THE INDEPENDENT SYSTEMS, HAS DONE BETTER THAN THAT—WE HAVE SHOWN AN INCREASE IN TELEPHONE INSTALLATIONS OF 240 PERCENT IN THESE EIGHT YEARS.

To keep moving forward, to meet, as fast as possible, the ever-increasing demand for telephone service, is our constant concern.



California Water & Telephone Company

Sun Classified Bring Quick Results

SOUTHERN CALIFORNIA GAS COMPANY

Live better, spend less with



Reserved Seat!

CAN you duplicate that favorite corner of yours if it's burned out? Is your insurance up to the job? Make sure! Count your household contents dollars and protect this investment with adequate insurance.

SAMSON-CURTIS

Incorporated

756 N. Palm Canyon Drive
PALM SPRINGS
PHONE 2719

Record Year Reported for CV Savings, Loan, Ass'n

Savings in the Coachella Valley Savings and Loan association reached an all-time high of \$3,354,623.27 by the end of 1953. William H. Smith, association president, reported Monday at the annual meeting held at the association office.

In his annual report to stockholders and members of the association President Smith said that the net savings increased by \$1,324,839.21 in the year, a 39 1/2 per cent increase over 1952.

THE REPORT also showed that assets of the association had reached a new peak of \$3,981,247.73 representing a 58 1/2 per cent gain.

There were 754 account holders at the end of the year, he reported.

Home loans during the year amounted to \$1,237,083.44 of which a large percentage was for new construction.

SMITH SAID that the earnings of the company amounted to \$3 per share and after paying a 40 cent per share dividend to stockholders, a substantial sum was carried forward into undivided profits.

Commenting on the year, President Smith pointed out that the home mortgage market in some sections of the country was "marred by unsettled conditions" in 1953.

"Where money shortages occurred, they were largely the result of other types of financial institutions withdrawing some of their funds from the home financing field to enable them to take advantage of more at-

tractive investments elsewhere," he maintained.

POINTING OUT that savings associations never drop out of the home financing field, Smith added that these institutions "are the only constantly reliable source of home mortgage money."

"The lesson of 1953 is that savings and loan associations must continue to grow and expand, in order that they may be equipped to do the bulk of the home financing in the United States and thereby bring more stability to the home mortgage market," he asserted.

He predicted that 1954 will be "another good year, with continue, if less spectacular, prosperity."

DIRECTORS ELECTED were: R. W. Blackburn, Thermal; Arthur Cooper, Indio; Gary Cooper, Beverly Hills; Milton Hicks, Palm Springs; Kenneth Kirk, Palm Springs and Los Angeles; Culver Nichols, Palm Springs; Kay Olesen, Indio; Stanley Ross, Palm Springs; William H. Smith, Palm Springs; Harry Williams and Billy Wright, Palm Springs.

Following the stockholders meeting, directors re-elected William H. "Bill" Smith president and Arthur Cooper, executive vice-president. Other vice-presidents elected were: Billy Wright, Culver Nichols, Kay Olesen; secretary Elmer Walberg; treasurer and controller, Lucille K. Johnson.

Assistant secretaries elected were Aurora Burke, escrow officer of the Indio office, and Shirley Shaw, assistant escrow officer of the Palm Springs office. Warren Slaughter, local attorney in Palm Springs, was re-elected on a retainer basis as attorney for the Corporation. Kenneth Kirk, who has for the past three years been chairman of the board, was re-elected to that office.

GOOD ADVICE from JACK BERCH

"Your Prudential man is devoting this month to helping you check over your life insurance policies to see that they give you the protection you need under today's changing conditions. 'Give him a call today. There's no obligation.' JACK BERCH



LISTEN TO JACK BERCH ON STATION

KREO

MONDAY THROUGH FRIDAY at 10:25 A.M.

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WESTERN HOME OFFICE - LOS ANGELES



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A PRUDENTIAL LIFE INSURANCE COMPANY

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YOUR PRUDENTIAL AGENT

Denies Guilt

Channell Hearings Set for Jan. 26

Harold Hambleton Channell, 63, Baltimore, Maryland, arrested in Los Angeles last week and brought here to face charges of two jewel thefts, entered a plea of not guilty at arraignment Tuesday, and his preliminary hearing was set by Judge Eugene Theriault for Tuesday morning, January 26. Bail was set at \$10,000, and Police Chief John S. Davis reported that he was transferred to Riverside county jail pending preliminary hearing or raising of bail.

Loot from Clouters Found by Roadside

Finding of a beige Pontiac fender skirt and hub cap while on his way to work was reported Tuesday morning by Officer T. M. Aitken.

Discovery of the items was made at 170 West Amado road, and it is believed that they were placed there by car clouters.

READ SUN CLASSIFIED ADS

Ford presents two new deep-block engines

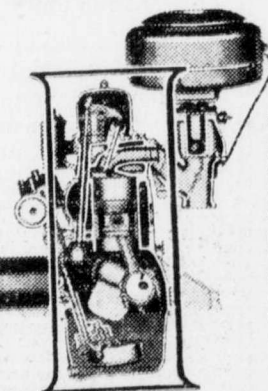


Ford's new 130-h.p. Y-block V-8

New deep-block design means greater rigidity for smoother, quieter performance... longer engine life. Other features which make this engine a long-lived, smooth, powerful performer are: new low-friction design, Free-Turning Overhead Valves, new 5-bearing crankshaft, and new high-turbulence combustion chambers.

Check the extra dividends in the '54 FORD. You'll find new, smooth-riding Ball-Joint Front Suspension... a new, stronger frame... 5 optional power assists... beautiful new styling, inside and out. They're all reasons why Ford's the one fine car in the low-price field.

*Available at extra cost



Ford's new 115-h.p. I-block SIX

Like the new Y-block V-8, this engine has Ford's deep-block design for greater rigidity, longer engine life. Also, like the V-8, you get modern manifolding, low-friction design, high-turbulence combustion chambers, and Automatic Power Pilot. Both new engines give you amazing response at all driving speeds.

You are cordially invited to come in and Test Drive the

'54 Ford



F.D.A.F.

More than ever... THE STANDARD for THE AMERICAN ROAD

BEN COWAN FORD

496 N. PALM CANYON DR.

PHONE 2272

TV at its best! Don't Miss 'Ford Theatre,' KNBH (4), Thursday, 9:30 p. m.

Thrifty

WIN One of 2 1954 4-DOOR CHEVROLETS

From the showrooms of Fletcher Jones-Chevrolet, 5001 So. Broadway, Los Angeles

OR YOU CAN WIN—

THIS \$2,000--17 1/2 FOOT TRAVEL TRAILER

NO PURCHASE NECESSARY

Write your name and address on Thrifty cash register receipts, except from Liquor Dept., or on reasonable facsimile, and deposit in drawing box. Thrifty's employees, advertising agency and families are not eligible for participation.

Chevrolets Will Be Given Away Feb. 6 8 p.m. at THRIFTY, La Brea & Rodeo Rd.

\$2,000.000 CLEARANCE Sale

Reg. 19c

20-VOLUME BLEACHING PEROXIDE

4 OZS. LIMIT 2 BOTTLES

6¢

Reg. 13c

PAPER NAPKINS

PACK OF 80 LIMIT 2

9¢

Reg. 8c

LUX TOILET SOAP

The Movie Stars' Beauty Soap

LIMIT 3

5¢

Reg. 21c

KLEEN MOTOR Premium Compounded MOTOR OIL

2 QUART TINS

CHOICE OF 20, 30 OR 40 WEIGHT While Stocks Last

27¢

\$2.98 VALUE

MEN'S PLAID FLANNEL SHIRTS

Lowest price ever! These are famous Spartan flannels with double yoke, 2 breast pockets. Dozens of bright, new plaids. Fresh from their wrappings.

\$1.47

24"x46" WHOPPERS

\$1.29 Value

FAMOUS DUNDEE TURKISH TOWELS

- 4" wider, 6" longer than usual towels at this price!
- Sunbleached Yellow
- French Rose
- Wild Cherry
- Cocoa
- Hunter Green
- Ice Blue
- Spring Lilac
- Mint Green
- Petal Pink

Heavy! Weigh over 1 1/2 lb. each!

79¢

39c CHARMION BUBBLE BATH

• BOX OF 20 PACKS

2 Boxes for 49¢

59c Charmion LEMON CREME SHAMPOO

• Pound Jar

39¢

No special rinse needed

REG. 9.95

Cock-o'-the-Walk

20 Piece Dinnerware Service Set

\$3.77

also

REG. 7.95

5-pc. Complete Sets

\$3.77

\$2.98 Value

WOMEN'S PLASTIC HAND BAGS

97¢

Reg. \$2.98

FOLDING METAL BRIDGE CHAIRS

\$2.49

CANDY DEPT. SPECIAL

CANDY ORANGESLICES OR GUM DROPS

FULL POUND

21¢

Reg. 6c

ROCKY FORD CIGARS

Box of 50

5 for 21¢

\$1.99

Regular \$2.50

Colonial Dame ALL PURPOSE CREAM

\$1.25*

Enriched with 40,000 units of sunshine vitamin D plus vitamin A

HEY KIDS! ENTER NOW

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Get a new yo-yo and go out after those wonderful prizes.

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USP 5 Grain, Limit 1 Bottle

100 ASPIRIN TABLETS

For Muscular Aches, 4-ozs.

\$1.25 Absorbine Jr.

Ounce Size, Tincture

33c MERTHIOLATE

USP 1/4 Grain, Limit 1 Bottle

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6 1/2 Ounce Jar—White

PETROLEUM JELLY

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Glycerin Suppositories

Handy Ounce Tube

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- Cleans Grease Off Garage Floors
- Miracle Fast Works in 30 Seconds!

\$1.00 Value OIL-OFF 2 for \$1.01

Sprinkle Oil-Off on floor. Sweep. Oil's off. Floor's clean. Ends slipping hazard.

Reg. 49c

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WITH PLASTIC SQUEEZE BOTTLE

23¢

Quick, easy mirror, window cleaner.

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Distilled and Bottled in Kentucky

Fifth Gallon

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Smooth, light, mellow whiskey, rich in flavor.

FIFTH GALLON

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The Desert Sun

and PALM SPRINGS NEWS

Page One-C

Palm Springs, California, Thursday, January 21, 1954

Third Section



AROUND TOWN

With Hildy Crawford

Could be it's the sunshine . . . or the air of friendly informality . . . but unlike other main streets . . . Palm Canyon drive pedestrians have happy faces . . . Sour pussies just don't go with sandals and shorts . . . or the gaiety of America's foremost desert resort . . . as the fun spot of the nation . . .

As Palm Springs goes into its 1954 season . . . the calendar is filling up with dates . . . for fashion shows, rodeos, golf tournaments, sports car races, championship tennis matches . . . the big charity events that are also social affairs . . . special nights at the exclusive clubs . . .

The party season, with hostesses vying for dates, will come later . . . but, as of now, most of the private parties . . . are before or after the public or semi-public events . . .

In this trend is the plan of the Palm Springs Playhouse Guild . . . to popularize Tuesday night . . . as before the theater dinner night . . . A different hostess each week will arrange a no-host dinner . . . at one of the clubs, hotels or restaurants . . . preceding the Playhouse performance at 8:40 p. m. . . The first before-the-theater dinner will be at the Desert Inn Tuesday night . . . and hosted by Mrs. John S. Lapp . . . It will be limited to 100 and reservations should be made by calling Playhouse headquarters.

Mr. and Mrs. J. Ross Clark a dinner for her . . . On Tuesday Mrs. George Machris entertained at luncheon at the Racquet Club . . . I only hope . . . she didn't come down to Palm Springs for a rest . . .

Peggy Lester was the hostess at a birthday party . . . honoring Bun Gray . . . at Don the Beachcombers . . . In the party were Hazel Forbes, Alice Heffernan, Barney Gegenback of Chicago and Thunderbird, Isabel and Don Cameron, and Peggy's son Michael, who is here from England . . .

'n Starlight Patio

The Starlight Patio at El Mirador . . . always a popular spot for cocktail parties . . . was the scene of the Saturday night affair . . . given by Bill Brooks to honor the birthdays of his wife Eve and their friend Mary Pickering . . . The two women customarily celebrate together . . . There was an elaborate buffet table and an orchestra was engaged for the party . . .

Among the guests were the Brooks' houseguests Vivian and John Pearson of British Columbia, Mr. and Mrs. Trav Rogers, the William Gargans, Norman Tulks, Dr. and Mrs. Robert Morrey . . . Commander and Louise Horner, Commander Tom White, the Ned Crawfords . . . Mr. and Mrs. Burnham Bigelow, Mary Hurrell, Ed McCoubrey . . . Dr. and Mrs. E. H. Poliak, the Sam Taylors, Howard and Kay Morris . . .

Anchors A-Weigh

"The Navy Comes to Palm Springs" on Valentine's Day . . . when Commander Maurice and Louise Horner and Commander Tom White . . . will host a Sunday morning brunch . . . at their home at 267 South Las Palmas . . . honoring Captain and Mrs. Ford Taylor, USN . . . Captain Taylor is the Commanding Officer, NAS, of Glenview, Illinois . . . It's quite likely that there will be other Navy brass at the Horners' party . . . as there usually is . . . so, it's "anchors a-weigh" for February 14 . . . and the hosts are sure to greet arriving guests with a hearty . . . "Glad to have you aboard" . . .

Mr. and Mrs. Pollard Simons of Fort Worth are back on the desert . . . and staying at Thunderbird . . .

William Moncrief of Dallas, flew down from Pebble Beach, Monday . . . and hosted a party at Chi Chi that night . . . for the Bill Eckstine opening . . . In the group were Mr. and Mrs. Milton Hicks . . .

Shadow Mountain Club is planning its fun party of the year . . . for Saturday night . . . when members and friends will "come as you are" for the Shipwreck Party . . . Advance reservations included quite a group of Minneapolis visitors . . . the Aldin Coffins, Stan Olsons, Bill Mollins, Richard Hanouseks . . . plus Ole Olsons, Herbert Pickering, and Jason Joys . . .

Helen Kirk is back from Los Angeles . . . where she has been in a whirl of activity as she

Turn to Page 6



(Gayle Studio Photos)
DINING AT DEEP WELL — Cobina Wright Sr., socialite and society writer (center), is shown dining with Mrs. George Machris (left) and Tony Longinotti at Deep Well's beautiful new dining room. Mrs. Wright was here for a few days of relaxation.

Society to Turn Out for Races

Palm Springs society will gather in the Golden Circle at the airport Saturday and Sunday for the Sports Car Races. Established at the starting line the Golden Circle will also be the scene of the awarding of trophies. Tables will be set up there for around 700.

Joann Crawford, chairman for the event which is a benefit for the Palm Springs Community Chest, said today that reservations have been good.

Serving with her on the committee are Eve Brooks, Dorothy Gray, Bettye Herbert, Jane Cabane and Erna Poliak, who represents the Community Chest.

The Victory Dinner will be at The Ranch Sunday evening and by reservation only.

The Ranch is headquarters for the Sports Car racing crowd, John and Jerry Edgar of Beverly Hills (he won the big race last year and the year before) are already here with their Ferrari.

Bob McLaughlin (KLAC disk jockey) who will announce the races has also checked in and Dick Hyland is due to arrive today.

Jay and Nan Cobb of Portland, who have taken a house on Calle de Rolph for the season, arrived in time for the races.

Chuck and Anita Smith (they own the Encore restaurant on La Cienega) will be the weekend houseguests of Ned and Joann Crawford and will be among those in the Golden Circle.

Phone
Your News
2249

Trailerites Anniversaries Celebrated

One hundred and twenty-five guests at Ramon Trailer Park enjoyed a birthday and anniversary party Friday evening.

Manager Bill Veith emceed the ceremony and an enormous birthday cake with the legend "Happy Birthday—Happy Anniversary" centered the big table.

The three couples who were celebrating their wedding anniversaries were Mr. and Mrs. Ralph Burgess, Mr. and Mrs. J. E. Wing and Mr. and Mrs. John Brockman.

There were 20 birthday celebrants, and everyone had so much fun it was decided to make it a weekly affair.

Millmans Have Weekend Guests

Attorney and Mrs. Louis Rafter of Los Angeles were weekend houseguests of Mr. and

Supper Show Spotlights Desert Sheik

Men's wear fashions will be in the spotlight Friday night at a supper fashion show at the Racquet Club. Styled for the "Desert Sheik" it will present six top male fashion models from Los Angeles, wearing "sun-loving," "fun-loving" resort clothes from Bullock's Mens shop.

Mrs. Renee Crowley, stylist and fashion coordinator, will emcee the show, which starts at 7:30 p. m.

Complementing the men's wear fashions will be a few women's coordinates.

Mrs. Harry Millman at their beautiful home on Calle Palo Fierro. This was the Rafter's first visit to Palm Springs and they were most enthusiastic and outspoken in their praise of the climate and scenery.

Drama Duo Enacts Scenes for Woman's Club Program

Using a minimum of costuming and stage setting and a maximum of imagination and dramatic art, Donna Woodruff and Jackson Woolley entertained the Palm Springs Woman's Club Monday afternoon. The talented pair, billed as the Drama Duo, enacted scenes from "Camille," "Richard III" and "The Boor."

Mr. Woolley was one of the original members of the cast of the Palm Springs Playhouse and the players were special guests for the afternoon program. They remained for the tea hour and were introduced to members, who had admired their work at the Playhouse but had not met them personally.

W. G. Roosevelt of the city planning commission spoke briefly on city planning, explaining how the master plan would provide for future growth. This continued the club program of presenting civic information to familiarize members with city problems.

Mrs. S. P. Manasse, club president, presided at the meeting. The tea tables were spread with new pink metallic table

Soroptimist Mexican Dinner January 27

Soroptimists will stage their annual Mexican dinner at World Wars Memorial Hall next Wednesday evening.

Dr. Callista Stefan, club president, will supervise the dinner and serving will start at 6 p. m. Tickets may be secured from any club member, by calling 6981, 3791, 2828; at El Paseo Beauty Shop, Tanner Motor Livery, Legion Hall or The Desert Sun; and will be on sale at the door the night of the dinner.



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Select your own steak and watch it charcoal broiled

Entertainment at the Piano Bar

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BILTMORE HOTEL

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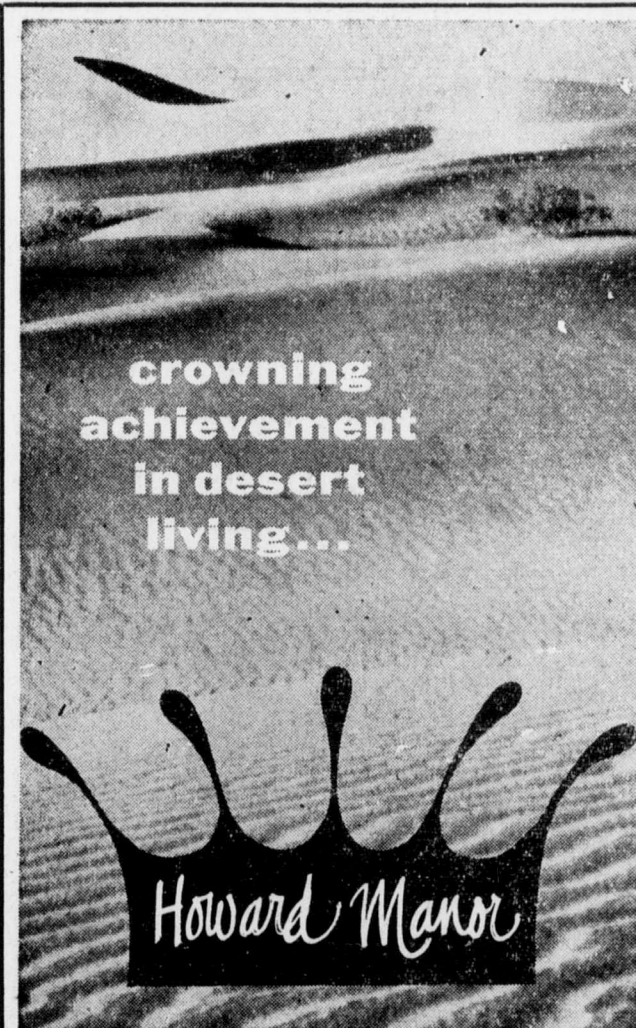
1000 INDIO ROAD

You Will Enjoy Dinner and Cocktails in the delightfully informal atmosphere of the COMPASS ROOM Listen to CHARLIE TRAVIS with his Moodsical Pianorama entertaining nitely at the PIANO BAR in addition to our regular menu of Charcoal Broiled Steaks, Chops and Fish, our chef George Haubiel has prepared a supplementary menu of DAILY SPECIALS

(In Addition to the Regular Menu)
(Complete Dinner of Soup, Salad, Dessert, Beverage)

MONDAY	
Old Fashioned Beef Stew, Garden Vegetables	2:50
TUESDAY	
Spaghetti and Meatballs, Italian Style	2:50
WEDNESDAY	
Dinty Moore's Corned Beef & Cabbage	2:50
THURSDAY	
Pot Roast of Beef, German Potato Pancakes	2:50
FRIDAY	
Swiss Steak, De Luxe Sauce	2:50
French Fried Shrimp	2:50
SATURDAY	
Roast Tom Turkey, Dressing, Cranberry Sauce	2:75
SUNDAY	
Southern Fried Chicken with Corn Fritters	2:75

Desert Air HOTEL AND COTTAGES
PALM DESERT AIRPARK
Rio Del Sol Road - Rancho Mirage

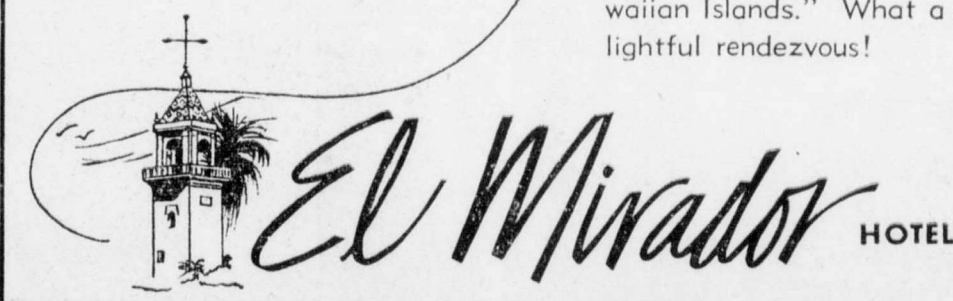


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Visit the South Pacific Room and let fancy carry you to the dreamy South Sea Isles . . . There in a tropical setting sip those delicious concoctions prepared by island natives.

Allow yourself to be carried away on the sweet musical notes of the Island Serenaders and the songs of George Kainapau, "Songbird of the Hawaiian Islands." What a delightful rendezvous!



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Deliciously Prepared
CANTONESE FOOD

Almond Duck
Egg Roll
Almond Chicken
Pineapple Spareribs
and many other Dishes



(Anderson photo)
ON SIDELINES — Watching the tennis play at the Racquet Club are Mrs. F. C. Dougherty and Mrs. Parker Lyon of Pasadena.

Women's Club to Sponsor Queen Contest Selection

The Palm Springs Woman's Club will sponsor the selection of a girl from the Palm Springs high school to be in the Queen Scheherazade contest at the Indo Date Festival this year. Selection of Miss Palm Springs will take place Monday afternoon at the meeting of the Literature Section of the club to be held in the clubhouse at 311 South Caballita road.

Ten contestants, who have already qualified scholastically, will appear on the stage and be judged on the basis of poise, personality, character and beauty. Voting will be by ballot.

A luncheon will be served at one o'clock followed by a nostalgic lecture by Grace Bush, entitled "Leading Ladies of Literature." She will review the lives and times of Elizabeth Barrett Browning, George Sand, Emily Dickinson, The Brontës, George Eliot and others.

Poet, composer and lecturer, she has published four books of poetry and her work has appeared in numerous anthologies.

Luncheon reservations are being taken by Mrs. Kinne at 3779 or 2352 and a donation of one dollar to cover the cost of the luncheon is requested.



(Gayle Studio Photo)
VISITING NOBILITY — Viscount and Viscountess de Bonchamps whose wedding in San Francisco was a social event, are honeymooning in Palm Springs at Ingleside Inn.



(Edward Canby Photo)
IN THE SUN — Enjoying the hot desert sunshine by the turquoise pool at Hotel the Oasis are Mr. and Mrs. Scotty Myles. Mr. Myles, manager of Winthrop Hotel, in Tacoma recently was host to all the managers of Western Hotel Inc., who met with the group's high officers to set policies for the chain which operates 22 hotels in 16 cities.

Celebrities Dine at the Beachcomber

Cinema Star Corinne Calvet and her husband John Bromfield were among diners at Don the Beachcombers this past weekend.

Mr. and Mrs. Tom Curtis were hosts at a dinner for Mrs. Townsend Nether, and her mother Mrs. Smith, and cousin Mrs. Kessinger of Beverly Hills.

Actors Agent Johnny Darrow and Paul Fox, set designer for 20th Century Fox, who spent the weekend here with Roy Bradley, were among those dining at Don the Beachcombers.

Others included Mr. and Mrs. F. P. Cromie (he is vice president of the Vancouver Sun), Eddie Cantor and a group of TV writers, Mitch Leisen and Billy Daniels, Wayne Morris, the Paul Hoffmans, Mr. and Mrs. Sam Goldwyn with the David Roses, the E. W. Stewarts (he's president of the Catalina Swim Wear company), Eddie Kelly and Peggy Lee.

Mr. and Mrs. Arthur Meyers entertained a party of 12 at dinner, and Mr. and Mrs. Hastings Harcourt of Santa Barbara were Saturday night diners.

Camera Fans Welcome Nine New Members

The Photographers Guild of the Desert Art Center, with Mrs. Peggy D'Auvray, as chairman held their weekly meeting Monday at El Mirador. Nine new members were made welcome and it was unanimously voted to join the Photographic Society of America (P. S. A.) sponsored by Mr. W. D. Grant.

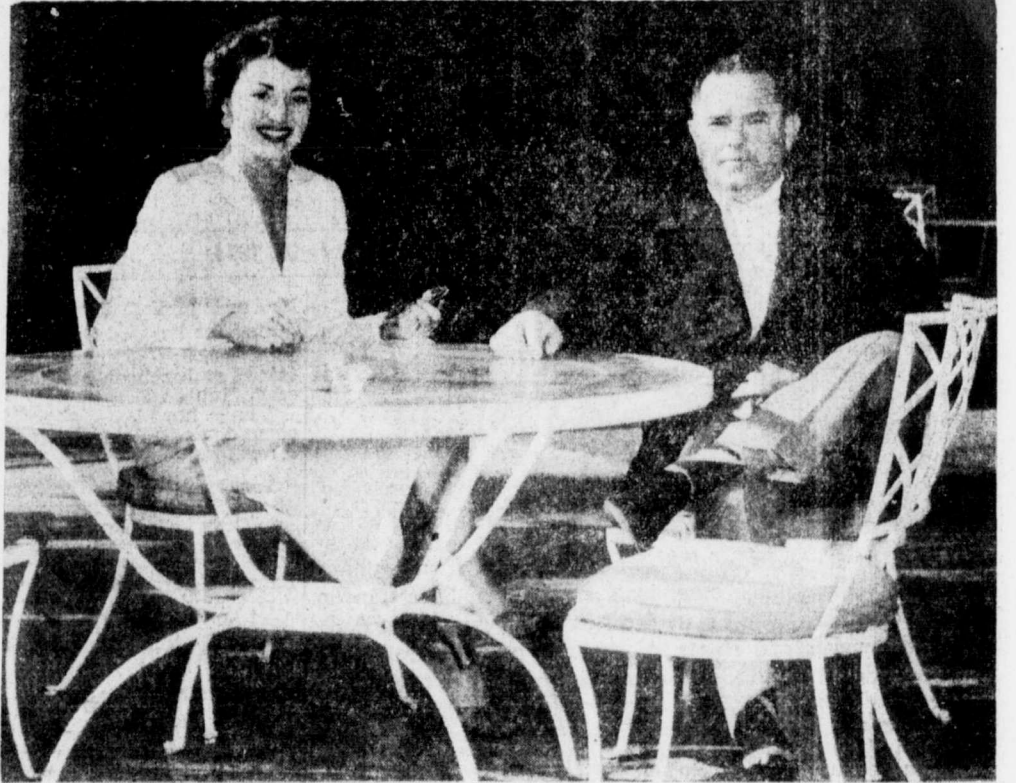
A report was also given on a most successful field trip, on January 10 to Joshua National Monument with a picnic held in Hidden Valley.

Alaskans Here for Vacation

Mr. and Mrs. B. F. Kane and daughter Karen of Juneau, Alaska are spending several weeks at Chuckawalla Manor. Mr. Kane is a merchandise broker and this is their sixth trip to Palm Springs.

Mr. and Mrs. M. E. Borgensgard and small son of Portland are also here for a fortnight.

There will be meetings every Monday at 7:45 at El Mirador and all interested in photography are invited to join this Desert Art Center Guild.



(Photo by HUG)
ON TERRACE — Enjoying the sunshine on El Mirador's terrace are Mr. and Mrs. Jack Mills (he is the producer of the very popular "Drag Net" program). The Mills have just left after a week's vacation at El Mirador.

Guild to Hold Annual Meeting

Mrs. Edward Maggard of 495 Camino Norte, will entertain the Guild of St. Paul's-in-the-Desert, Tuesday, January 26.

Co-hostesses for the day will be Mrs. Dorothy Bailey and Mrs. Dorothy Hoover. Luncheon will be served at 12:30 p. m.

This is the Guild's annual meeting and all members planning to be present are asked to phone 2094. They are also requested to bring a hat, suitable for the March rummage sale.

The Desert Sun—2c PALM SPRINGS, CALIFORNIA
and PALM SPRINGS NEWS Thursday, January 21, 1954

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New Patterns in Wonderful Stainless Steel Flatware & Holloware

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Will not rust, stain, tarnish or spot . . . very easy to take care of

It's lovely for a lifetime and will last longer than a lifetime

SWEDISH, DANISH, BAVARIAN Flatware patterns and Holloware Platters and Casseroles

All knives are made of forged carbon-content stainless steel . . . which means they take and hold a very keen edge. Casseroles are ideal for oven baking and table serving with functional lids which may be used separately or as serving dish or warming units when placed upside down in casserole partly filled with hot water.

BAVARIA STAINLESS STEEL	
6 piece place setting	\$6.75
BAVARIA STAINLESS STEEL	
5 piece place setting	\$5.50
DANISH STAINLESS STEEL	
Place setting	\$18.50

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Mrs. Howard Heads Easter Eve Benefit

Mrs. Robert Howard will serve as general chairman for the Easter Benefit for Our Lady of Solitude Catholic Church, it was announced this week.

Mr. and Mrs. Belmont Sanchez and E. Roy Fitzgerald will assist Mrs. Howard in staging the Easter Eve affair, which will be held at El Mirador hotel on Saturday, April 17.

Dancing and entertainment will be on the program and with the enlarged pool area, is expected to draw an even bigger crowd than packed the place last year, when \$10,000 was raised.

Hoaglands Here for Holiday

Dr. and Mrs. A. W. Hoagland of Los Angeles are enjoying a desert holiday at Wonder Palms of Los Angeles, enjoying a with their friends, Mr. and Mrs. Atherton.

Mr. and Mrs. William S. Wright of 6200 Avenida Cresta, La Jolla, were weekend guests.

A group of ardent golfers visiting Wonder Palms is made up of Mr. and Mrs. Harry E. Wills, 940 Panorama drive, Arcadia; who are entertaining their friends, the Earl Prosels of Lincolnwood, Illinois; Mr. and Mrs. I. M. Cochran of Los Angeles; and Messrs. Charles Adams of Artesia and C. F. Sexton of Los Angeles.

New Yorkers enjoying the sun, are Mr. and Mrs. E. H. Schechtman of 1 Anchor drive, Rye, New York, and Mr. and Mrs. W. H. Lieberman of 1153 Fifth Avenue, New York City.



CHAIRMAN — Mrs. Robert Howard will be the general chairman for the Easter Benefit for Our Lady of Solitude Catholic Church, to be held at El Mirador on April 17.

Pasadena Crowd Here for Tennis

The Pasadena set has been much in evidence about the Racquet Club this week. With a tennis weekend planned between players of that area and the Club, many came down early and remained following the weekend to enjoy a bit of esert relaxation.

Included in the group are Mr. and Mrs. Howard Richardson, Mr. and Mrs. George Hatch, Mr. and Mrs. Ray Kautz, Mr. and Mrs. David McClyment, Mr. and Mrs. James Briscoe, Mr. and Mrs. Robert Carey, Mr. and Mrs. Steve Wright, the Misses Betsy Hall, Betsy Starr, and Gayle Arnett and the Messrs. Dan Daniels, Hugh Cristman, William Hovey, Walter Fitch, and Wilson Maxwell.

Joining the holiday group for the coming weekend will be Mr. and Mrs. Milton Berle, Mr. and Mrs. Kenneth Simpson who are coming down from their Santa Barbara home to be on hand for the Road Races as are Mr. and Mrs. William Doheny of Los Angeles, Romer Grey, son of famed western novelist Zane Grey, who is himself a writer, Mr. and Mrs. Bill Whiting, Mr. and Mrs. Frederick Vogel and Vancouver's Mr. and Mrs. Sam Cromie who arrived early in the week.

Arrived at the Club over the past weekend to remain into the middle of April are Mr. and Mrs. William Molan of Minneapolis, Mrs. Melville Rothchild, and Mrs. Milton Goodman.

Visitors Help Fete Birthday of Sharon White

Dr. John Nevins, chief surgeon at Metropolitan hospital of New York, flew in Thursday to spend the week end with Mrs. Fern White and daughter Sharon of 137 Mesquite. Just returned from a South American trip, Dr. Nevins came especially to help celebrate Sharon's 15th birthday on Saturday. Also here for the same purpose were Dick and Jimmy



HONEYMOONING — Mr. and Mrs. Richard Fe wel are honeymooning at the Racquet Club. Mrs. Fe wel is the former Natalie Thompson, daughter of Mrs. Elwood Henry of Palm Springs.

Dining Room at Oasis is Party Spot

New dining room at Hotel the Oasis has been an active party spot this week. One large party motored here from San Bernardino for luncheon in the sun-filled room followed by

Guess of Huntington Beach, Mary Lou Schwartz and Mike Goodes of Los Angeles.

The group gathered for a birthday dinner Saturday night and enjoyed the pool on Sunday.

bridge in the lounge.

In the group, which is known as the Romany Bridge club, were Mmes. R. D. Forsythe, Percy Fronde, Nell Hauf, S. J. Featherstone, Fred P. Nuttall, J. P. Maloof, Howell B. Estes, Mary Hubbard, Misses Mary G. Mulvane, Ruth Randall, Virgeline Mulvane and Martha Alice Mackenzie.

Oasis Hotel was the mecca for a group of Angelenos, who are members of Kappa Gamma chapter of Beta Sigma Phi, an international non-academic cultural and social sorority.

In the party relaxing in the smartly redesigned hotel were: Nell Lewis, Norma Ruth Freebaum, Dorothy Textar, Marilyn Keller, Dolly Urgan, Julie Shields, Cay Guzgun, Betty Nixon, Joanne Fedar and Elizabeth Walsh.

Others lounging by the pool

this week are Mr. and Mrs. S. M. Barnett, Los Angeles; Mr. and Mrs. F. E. Basler, Beverly Hills, and others.

Among the long-staying Winter guests now at the Oasis are Mrs. C. M. Seeley, Seattle, who will be joined soon by more friends from the north-west. Mrs. Myrtle Davidson, of Sioux City, Iowa, is calling the Oasis home for the Winter to be near her family the Lawrence Davidsons, who have a home on Patencio road.

Mrs. H. Lorden Baker and two children of Playa del Rey have been here for a brief visit with her long-time friend Peggy D'Auvray.

The Desert Sun—3c and PALM SPRINGS NEWS PALM SPRINGS, CALIFORNIA Thursday, January 21, 1954

CLASSIFIED ADS

The Desert Sun

and PALM SPRINGS NEWS

Published every

MONDAY and THURSDAY

(Except June, July and August, when published Thursday only)

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2 Weeks..... 1.25

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Lost and Found

10

LOST—Young Dachshund, vicinity of the Ranch, Reward. Call Palm Springs Hotel, 2188.

Personals

12

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MADAM GRAY, formerly of Palm Springs, now permanently located at San Bernardino. If you have a problem of any nature consult this lady of knowledge. Has helped others, may help you. Will cater to all social events. 9 a.m. to 10 p.m., 7 days a week. 804 N. Mt. Vernon, San Bernardino. Phone 89102.

DESIROUS contact party interested in Riverside Trailer Park last year. Write Box 190, File, S-2.

ALCOHOLICS Anonymous, Airport, 8:30 Wednesday nights. Phone 7063.

Announcements

14

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15

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Schedules

WESTERN AIR LINES

DEPARTURES

For Los Angeles: 9:33 a. m., 4:30 p. m., 9:50 p. m.

For San Diego: 8:15 p. m.

For Las Vegas: 4:45 p. m.

ARRIVALS

From Los Angeles: 3:30 p. m., 9:32 p. m.

From San Diego: 4:40 p. m.

From Las Vegas: 8:10 p. m.

SOUTHERN PACIFIC

DEPARTURES

For Los Angeles: 4:41 a. m., 11:56 a. m., 1:19 p. m., 5:10 p. m., 9:20 a. m.

ARRIVALS

From Los Angeles: 3:56 p. m., 10:30 p. m., 11:09 p. m., 11:56 p. m., 2:37 a. m.

*Ask agent.

GREYHOUND LINES

DEPARTURES

For Los Angeles: 12:15, 7:40, 10:10, 10:55 a. m.; 2:20, 4:53, 5:13, 6:45, 8:33 p. m.

ARRIVALS

From Los Angeles: 4:24, 9:32, 11:47, 11:56 a. m.; 2:43, 2:59, 3:41, 6:45, 8:26, 9:16, 11:26 p. m.



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Social-Club Calendar

(Clubs and organizations are invited to send in meeting dates for listing.)

January 21—
Junior Chamber of Commerce, World Wars Memorial Hall, 8:15 p. m.
O. E. S., Masonic Temple, 8 p. m.
Lions Club, Chi Chi, noon.
Elks Lodge, at the Cove, 8
Kindergarten Mothers Club, Frances Stevens school, kindergarten room, 3:15 p. m.

January 22—
Men's Wear Fashion Show, Racquet Club, 7:30 p. m.

January 23—
Sports Car Races, airport
Palm Gulch Shindig, Desert Inn.

January 24—
Sports Car Races, airport
Concour D'elégance, 12:30 p. m.

January 25—
Air Force Reserve Unit, Palm Springs High School, 7:20 p. m.

January 26—
BPOE Wives, Elks lodge, 8 p. m.
Soroptimists, Chi Chi, 12:15 p. m.
Kiwanis, El Mirador, noon

January 27—
Rotary, Tennis Club, 12:10 p. m.
Rotary Anns, Tennis Club, 12:10 p. m.
Soroptimist Mexican Dinner, World Wars Memorial Hall, 6 p. m.
Guild of St. Paul's-in-the-Desert, 495 Camino Norte, 12:30 p. m.

Hopalong Gives Childrens' Show

Idol of the younger western set, Hopalong Cassidy and his equally famous horse Topper, will stage a special children's show at Shadow Mountain Club Saturday morning at 10 o'clock.

All school children of the surrounding area have been invited to be Hopalong's guests for the show.

NOW APPEARING

THE FOUR JOKERS

SADDLE & SIRLOIN

317 North Palm Canyon Drive

Phone 9069 for Reservations



GOLDEN SIXTH Palm Springs ROAD RACE CIRCLE

SATURDAY & SUNDAY
JAN. 23-24 12:00 NOON

\$5.00 Per Person for Reserved Table Section

TICKETS AVAILABLE AT:

The Racquet Club El Mirador
The Doll House The Desert Inn
Howard Manor Palm House
Tamarisk Country Club

or Call The Ranch - 2338

Proceeds to Palm Springs Community Chest

FIND YOUR DREAM HOME IN THE DESERT AMONG THE WIDE VARIETY OF LISTINGS ON THESE PAGES

The Desert Sun—4c
and PALM SPRINGS NEWS
PALM SPRINGS, CALIFORNIA
Thursday, January 21, 1954

Service Miscellaneous 15

SINGER
Sewing Machine
Company

New—Used—Rents—Repairs
Call Zenith 3791 for a
bonded representative
Open even by appointment,
SINGER SEWING CENTER
45-435 Jackson St. Indio

Machine Shop
PALM SPRINGS
ENGINEERING COMPANY
375 Sunny Dunes Road
Telephone 5411
General Precision Machine
Work

Swimming Pools
M. H. Libott Assoc. Inc.
CHEMICALS - REPAIRS
MAINTENANCE - SUPPLIES
CONSTRUCTION

216 N. Indian Ave. Ph. 2143
Sewing Machines
Ideal Gift
Sales - Rentals - Repairs
Singers, Whites, Pfaffs, etc.
Free Pick-up and Delivery
Palm Springs Sewing Machine
433 N. Palm Canyon Ph. 5215

PALM SPRINGS HOUSE
AND WINDOW CLEANING CO.
Homes opened, closed. Complete
building maintenance. Year
round. Vern Baumgardner,
210 East Amado, Ph. 4247.

Situations Wanted 25
DOMESTIC - HOTEL - OFFICE
Carefully screened applicants.
No charge to the employer.
EMPLOYMENT
SERVICE AGENCY
Ruth Sougey Ph. 2556
135 E. Andreas Road

PAINTING, decorating, paper
hanging. Very reasonable.
Free estimates. Ph. 5850 evenings.
PAINTER — Interior and exterior.
Free estimates. Reasonable
immediate service. Phone 7905.

GARDENING — Japanese garden
designer, experienced. Large
gardens preferred. Ph. 2969
or evening 4633.

BABY SITTER
Dependable, reliable, intelligent.
Resident, home owner.
Phone 7524.

PUBLIC STENOGRAPHER
Mary Jayne Brust
Phone 7606

HOUSEWORK
BY HOUR
PHONE 5787

WINDOW CLEANING
\$1.50 Hour
PHONE 2505 — MR. ECCLES

BABY SITTING
OWN CAR
PHONE 3540

BABY SITTER
REPUTABLE — REFERENCES
PHONE 6583

EXPERIENCED gardener, lawn
care, etc. All year service. Ph.
3436.

Help Wanted 27
Experienced housekeeper, cook,
Available. Phone 4009.

Employment
Service Agency
RUTH SOUGEY

LICENSED and Bonded by the
State of California for the
protection of employer and
employee.

MEMBER California State Hotel
Association.

135 E. ANDREAS ROAD
Phone 2901 Phone 2556

MECHANIC
Must be experienced in
G.M. Cars.
Ask for Ben Benson
Personal interview only

Stack Chevrolet
330 E. Sunny Dunes Road
CITY OF PALM SPRINGS
will conduct examination for
LABORERS

for future employment, Waste
Disposal and Street Department,
on Friday, February 5,
1954, 3:30 p.m. Salary range is
from \$215 to \$274 per month.
Applications must be made at
City Offices by Wednesday,
February 3, 1954.

Coachella Valley
Employment Agency
COMPLETE employment service.
Offices, homes, hotels,
restaurants and general.
271 S. Indian Ave.
Phone 2622
or 4114

THEATRE CASHIER — Over 18
years old. Evenings only.
Apply in person at Sunair
Drive-in Theatre on Highway
111 near Cathedral City.

FREE EMPLOYMENT
OFFICE
224 North Indian Avenue

Help Wanted 27
Experienced stock clerk-
salesman.
PEGI SCOT'S AGENCY
256 SO. PALM CANYON DR.
Business Oppor. 29

WANTED — A BUSINESS
SUFFICIENT CAPITAL
P.O. Box 190, File R-7

COFFEE SHOP for lease in
Rancho Mirage next to Shell
Service Station.

Business - Financial 30
FUNDS AVAILABLE
to Invest in
1st and 2nd Trust Deeds
ANY AMOUNTS
We also purchase Trust Deeds.
Box 190, File R10, Desert Sun

WANTED — Money to loan on
1st and 2nd Trust Deeds.
RANSOM REALTY CORP.
Phone 2793

Lots & Acreage 33
Interested in a SPECIAL?
FIVE ACRES in the best citrus
area, a stone's throw from
Tamarisk Golf Course, with
water and electricity.
CAN BE SUBDIVIDED
For further details
see

Muriel E. Fulton
REALTOR
125 So. Palm Canyon Dr.
Phone 2225 or 2226
Associates
Frances Wilson - Frances Elliott

TRADE
2 BEDROOM home on large lot
in Desert Hot Springs for nice
home in Palm Springs. Will
trade up.

Simone & Babin
Ph. Desert Hot Springs 4-2781

GOOD investment 50 foot lot
on North Palm Canyon Drive
zoned for business. Total
price \$5000, \$500 down, balance
to suit. Call or write
owner. Phil Chapman, 1487
Barbara, Banning, Ph. 8111.

MAGNIFICENT panoramic view
3 1/10 acres with ideal level
building site. The spot for
that dream home in restricted
Palm Springs city area.
Write Box 190, File R-5.

LOT 13, 103x103 on Sunny
Dunne in Tahquitz River
Estates Tract. Owner. Price
\$2,200. Freeman, P.O. Box 565,
Gilman Hot Springs.

2 MOUNTAIN lots on Hiway 74
near Lake Hemet. Water and
lights. G. B. Cress, 12047
Deana St., El Monte, Calif.

90x125 RESIDENTIAL LOT
NEAR NORTH END PARK.
SACRIFICE \$3000.
Write Box 190, File S-1.

80 ACRES under canal, Coachella
Valley. Sacrifice \$4000.
Owner, 1110 Elm, Beaumont,
California.

Real Estate For Sale 35
Income Property

HERE IS A new triplex consisting
of one studio apartment
plus 2 units which
boast not only a nice sized
living room and kitchen, but
a spacious bedroom and a
large dressing room, bath
combination, the closets are
exceptionally roomy. It is
nicely furnished and located
near town.
This is a real value at \$27,500

Billy Wright
Charles Mathews

ASSOCIATES
Marion Mathews - Bob Dietrich
Helen Penny
180 SOUTH INDIAN AVENUE
OPPOSITE THE PLAZA
PH. 5308 or 5727

Income Property
TRIPLEX; 1 bedroom each,
laundry room. Best buy in
Palm Springs. \$24,000, terms.

2 BEDROOMS, 1 1/2 baths. Good
location. Priced to sell at
\$13,500. Terms.

BOZE BUILDER
Phone 5370 for appointment

A Fine Estate
\$125,000 value for \$85,000.
Open for inspection. Located
3 blocks north and 1
block west of the O'Donnell
golf course. Hostess in
residence or see your broker
780 Via Monte Vista

6 UNIT COURT with room to
build 4 more units and corner
lot 100x175. Ideal spot to
build anything. C1 zoning on
lot. 1 block to markets,
across the street from school.
776 1st. Cathedral City, Leon
Sumpter.

BEST BUY IN TOWN. Beautifully
furnished 2 bedroom, 3
bath home, like new. Top location,
carpeted, walled,
landscaped grounds with
heated and filtered pool, \$33,000.
Phone 3263.

BY OWNER. New 3 bedroom, 2
bath house, completely furnished,
landscaped, \$15,000.
Phone 5651 for appointment

APARTMENT HOUSE. Income
\$365 month. Sacrifice \$16,500.
2 store rooms. Palm Desert.
\$12,000. Phone 3308.

2 BEDROOM, 2 bath home plus
den on lovely landscaped
corner with outstanding view
and not too far from the El
Mirador Hotel. \$22,500. Phone
4509 for inspection.

NEW MEISELMAN 2 bedroom
home in veterans tract. Will
accept \$400 down payment.
Party furnished or unfurnished.
Call 4292.

DUPLEX on leased land. Completely
furnished. Corner,
close center of town. Owner
3108.

DELUXE homes \$11,500, \$1000
down, \$75 month. Corner of
Indian and San Rafael Pl.

8,500 2 BEDROOM stucco
home, furnished, carport, enclosed
porch, shade, 260 N.
Calle Santa Rosa, Ph. 6237.

2 BEDROOM, 2 bath home plus
den on lovely landscaped
corner with outstanding view
and not too far from the El
Mirador Hotel. \$22,500. Phone
4509 for inspection.

2 BEDROOM, 2 bath home plus
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Mirador Hotel. \$22,500. Phone
4509 for inspection.

Real Estate For Sale 35
Theresa Press

ANOTHER spectacular buy!
Will you be the next to own
one of these outstanding
homes? All the others have
been sold while still under
construction! Completely
modern, well built, lots
of glass, has 2 bedrooms,
sliding glass doors opens
living room and master bedroom
onto a large patio. Delightful
kitchen. You'll live like a
king in this home for only
\$11,500.

YOU MUST SEE to appreciate
the quality and beauty of
this outstanding home. Nothing
has been spared to make
it one of Palm Springs' finest
homes. 3 bedrooms, 3
baths, heated pool, beautifully
landscaped, walled.
Completely furnished. Drive
by 1091 Paseo El Mirador —
then see us for appointment.
Truly a luxury home. \$47,000.

FURNISHED RENTALS
3 bedrooms, 2 baths \$250
2 bedrooms, 1 1/2 baths \$300
2 bedroom home \$150
Studio, modern \$100
3 bedrooms, 2 baths, pool, \$500

LET US HAVE YOUR LISTINGS
WE HAVE THE CLIENTS

THERESA PRESS
Realtor
Joe De Francis, associate
420 S. Indian Ave.
Phone 5282 or 5691

RANCHO MIRAGE
Realtor
Joe De Francis, associate
420 S. Indian Ave.
Phone 5282 or 5691

CLARK REALTY & INSURANCE AGENCY
CATHEDRAL CITY
68-762 Broadway Phone 8-4691

NEW TRIPLEX. All leased.
Nicely furnished. Good income.
Only \$27,500. Terms.

PALM CANYON units, 11. Room
for additional units. Business
frontage. Pool. Owner must
sell due to illness. See this
fine property and make an offer.

HILLSIDE ESTATE — 3 bedroom,
2 baths and guest
apartment with bath, beautifully
furnished. Landscaped,
has walled, heated and filtered
pool. Price \$36,500 or
possible owner may lease for
balance of season at \$1200
month.

CHOICE RENTALS \$150 up.
BUSINESS space for lease, suitable
barber, dentist or ?

Rancho Mirage
REAL ESTATE OFFICE
Roy St. Leon, Sales Mgr.
71-811 Hiway 111, across from
Post Office, Phone P.S. 8-3881
or P.S. 8-4203

"A SLEEPER"
3 BEDROOM, 2 bath home in
south end. Beautiful dining
room of Indiana driftwood.
Large living room with one
complete wall of Arizona
flagstone around the fireplace.
Indirect lighting. Master
bedroom has fireplace and
large picture window.
Garbage disposal, 2 forced air
furnaces, 2 large coolers.
Wall to wall carpeting thru-
out. Completely walled and
landscaped.
This is worth seeing, priced at
only \$31,500 furnished.

Ralph Weinstein
REALTOR
256 1/2 S. Palm Canyon Drive
Phone 2884
Associates
Newt Jackson - Walter O. Fritz

Below Cost
Must be Sold
BY OWNER. Large living, dining
room, combination stone
fireplace, 3 bedrooms, 2 baths
beautiful kitchen, large attached
garage. Fully furnished
by KELLY'S, many fine
features. Ph. 7565 for appointment.

STAR'S HOME
BEAUTIFULLY furnished, exclusive
location, cab pool
privileges. \$9950. Terms.
Box 65, 1000 Palms Ph. 393

\$24,000 WILL BUY 160 acre
ranch with small house, 2
wells, pasture and alfalfa
land. Make a fine duck club.
Call N. C. Colley, Mecca 92351
or write Box 689.

BEAUTIFUL Tahquitz River
Estate home, 2 bedrooms,
double garage, 1 1/2 baths,
sprinklers, breezeway, imported
tile. Owner, 872 N.
Riverside Drive.

ASK US ABOUT CATHEDRAL
CITY VALUES

CLARK REALTY & INSURANCE AGENCY
68-762 Broadway - Ph. 8-4691
Cathedral City

OPEN — NEW HOME. Most
beautiful. On large corner lot.
4 bedrooms, 3 baths, or 3-3
and den. All landscaped.
Realistic price. 317 Camino
Norte.

FOR LESS than \$25,000 a home
and two income apartments
on yearly lease. Easy terms.
Phone 3464.

8,500 2 BEDROOM stucco
home, furnished, carport, enclosed
porch, shade, 260 N.
Calle Santa Rosa, Ph. 6237.

2 BEDROOM, 2 bath home plus
den on lovely landscaped
corner with outstanding view
and not too far from the El
Mirador Hotel. \$22,500. Phone
4509 for inspection.

NEW MEISELMAN 2 bedroom
home in veterans tract. Will
accept \$400 down payment.
Party furnished or unfurnished.
Call 4292.

DUPLEX on leased land. Completely
furnished. Corner,
close center of town. Owner
3108.

DELUXE homes \$11,500, \$1000
down, \$75 month. Corner of
Indian and San Rafael Pl.

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Real Estate For Sale 35
Cathedral City

Headquarters for the Best
BUYS

Small 1 bedroom cottage
Neatly furnished, close in
\$4000

Older 2 bedroom, close in,
new plumbing, special now.
\$8500

New 2 bedroom, carport, tub
bath, asphalt tile, panel ray.
\$3500 down

NEW 1 bedroom, carport, tub
bath, furnished, panel ray.
\$2900 down

3 BEDROOM, carport, basement
Artist view. Extra lot, too.
\$9000, terms

1 BEDROOM, 2 years old. Nice
60 foot view lots. TV area.
\$7000

LOTS — \$875 to 1/4 acres \$1200

RUTH BILES
Realtor
Cathedral City

HEATED POOL
REFRIGERATIVE
COOLING
\$27,500

This home has everything.
Lovely view, walled patio,
large enclosed lanai, 2 bedrooms,
2 baths, fireplace, wall
to wall carpeting and drapes.
No expense spared in refinement
of equipment and construction.
Built only 2 years ago
by the owner for a home.
Business reasons compel
moving. Price is \$7500 below
cost. Shown by appointment
only.

CLARK REALTY & INSURANCE AGENCY
CATHEDRAL CITY
68-762 Broadway Phone 8-4691

NEW TRIPLEX. All leased.
Nicely furnished. Good income.
Only \$27,500. Terms.

PALM CANYON units, 11. Room
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frontage. Pool. Owner must
sell due to illness. See this
fine property and make an offer.

HILLSIDE ESTATE — 3 bedroom,
2 baths and guest
apartment with bath, beautifully
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has walled, heated and filtered
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CHOICE RENTALS \$150 up.
BUSINESS space for lease, suitable
barber, dentist or ?

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Roy St. Leon, Sales Mgr.
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Large living room with one
complete wall of Arizona
flagstone around the fireplace.
Indirect lighting. Master
bedroom has fireplace and
large picture window.
Garbage disposal, 2 forced air
furnaces, 2 large coolers.
Wall to wall carpeting thru-
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This is worth seeing, priced at
only \$31,500 furnished.

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Must be Sold
BY OWNER. Large living, dining
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beautiful kitchen, large attached
garage. Fully furnished
by KELLY'S, many fine
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STAR'S HOME
BEAUTIFULLY furnished, exclusive
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privileges. \$9950. Terms.
Box 65, 1000 Palms Ph. 393

\$24,000 WILL BUY 160 acre
ranch with small house, 2
wells, pasture and alfalfa
land. Make a fine duck club.
Call N. C. Colley, Mecca 92351
or write Box 689.

BEAUTIFUL Tahquitz River
Estate home, 2 bedrooms,
double garage, 1 1/2 baths,
sprinklers, breezeway, imported
tile. Owner, 872 N.
Riverside Drive.

ASK US ABOUT CATHEDRAL
CITY VALUES

CLARK REALTY & INSURANCE AGENCY
68-762 Broadway - Ph. 8-4691
Cathedral City

OPEN — NEW HOME. Most
beautiful. On large corner lot.
4 bedrooms, 3 baths, or 3-3
and den. All landscaped.
Realistic price. 317 Camino
Norte.

FOR LESS than \$25,000 a home
and two income apartments
on yearly lease. Easy terms.
Phone 3464.

8,500 2 BEDROOM stucco
home, furnished, carport, enclosed
porch, shade, 260 N.
Calle Santa Rosa, Ph. 6237.

2 BEDROOM, 2 bath home plus
den on lovely landscaped
corner with outstanding view
and not too far from the El
Mirador Hotel. \$22,500. Phone
4509 for inspection.

NEW MEISELMAN 2 bedroom
home in veterans tract. Will
accept \$400 down payment.
Party furnished or unfurnished.
Call 4292.

DUPLEX on leased land. Completely
furnished. Corner,
close center of town. Owner
3108.

DELUXE homes \$11,500, \$1000
down, \$75 month. Corner of
Indian and San Rafael Pl.

8,500 2 BEDROOM stucco
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home, furnished, carport, enclosed
porch, shade, 260 N.
Calle Santa Rosa, Ph. 6237.

Real Estate For Sale 35
GANNON REALTY

A REAL BARGAIN! 3 bedroom,
2 bath home, partly furnished
on large walled lot. Only
\$12,500. Small down.

A DREAM HOUSE! Beautiful
new, modern 3 bedroom, 2
bath home in view location.
18'x23' living room with fireplace,
sliding glass doors to
south patio, ducted furnace
heat and cooling, garage
with storage. ONLY \$2500
cash. Price \$14,750.

CUSTOM BUILT — 2 bedroom,
2 bath. Modern, lush coloring,
lots of glass, attractively
furnished. Magnificent view,
large lot. Only \$21,500.

BEAUTIFULLY furnished contemporary
2 bedroom, 2 bath home with
HEATED POOL. Oversize 2 car
garage with storage. Large, walled
corner lot in choice view location.
Furnished price \$29,500.

FINEST construction 4 bedroom,
4 bath home, ducted heating
and washed air cooling,
beautifully furnished on
large, landscaped, walled lot.
Complete package, \$46,500.

INCOME POSSIBILITIES — 2
bedroom, 2 bath, furnace
heat, air cooled, R-3 corner.
Furnished \$18,500.

LUCRATIVE LIVING in your
own 2 bedroom, 1 1/2 bath
apartment. With 3-one bedroom
apartments to pay your
way, while you swim in your
own POOL. Close in location.
Furnished. Only \$47,500.

Listen for TOP Real Estate
values on "Yours For Listening"
at 2:45 P.M. Monday thru
Friday over KCMJ.

7 11
N. Palm Canyon
Phone 2772

1954
New Model
Home
1942 Price

BEAUTIFUL heated pool. Walled
privacy, 3 bedrooms, 2
baths. Furnished complete.
Now listen to this amazing
low price.
\$22,500

MOVE IN for \$7500 cash and
pay only \$100 a month! It's

MORE PEOPLE READ DESERT SUN CLASSIFIED PAGES THAN ANY OTHER MEDIUM IN THE DESERT AREA

Real Estate For Sale 35

Tahquitz River Estates

ONE OF THE best-located homes in this section. 3 bedrooms, 2 baths, paneled living room with fireplace, separate dining area, 12x20 enclosed lanai, 2-car garage. Heated and filtered swimming pool, paved, covered and well-furnished patio. Fenced three sides, walled in front, nicely landscaped lot. Television by cable with telemeter attachment. High quality furniture throughout almost new. Price \$39,500 furnished including wall-to-wall carpeting, drapes, range, refrigerator, 21-inch television set, automatic washing machine and cooler.

SEE YOUR BROKER

An Excellent Buy

5 BEDROOM, 5 bath home, one block north of City Golf Course. \$25,000 furnished. Shown without obligations.

John W. Williams

and Associates
Claude W. Gottbueh
Roslyn Lang
423 N. Palm Canyon Dr. Ph. 3311

PALM DESERT HOME, 2 bedrooms. Like new. \$9850 \$1000 down, \$88.50 month. Move right in. Owner. Phone evenings 76-4761.

Exchanges 36

LET'S TRADE

WANT North Hollywood home, Van Nuys or San Fernando home for Palm Springs 4 bedroom, 3 bath home furnished. Close in. Priced at only \$19,500.

INGLEWOOD business or industrial property with 3 houses. Bringing in a good income. Great potential. Only \$17,500. Will take Palm Springs home or income. Up to \$25,000.

FOUR BEDROOM, 3 bath home with swimming pool. Completely furnished. \$28,500 for Los Angeles.

MODERN 3 bedroom home. Luxuriously furnished. Refrigerated cooling. Furnace heat. Deluxe throughout. Only \$35,000. For L.A. home or income.

THREE BEDROOM with pool, furnished. \$36,500 for Newport, Balboa or Lido Island.

12 UNIT apartment hotel near El Mirador Hotel. Furnished with large pool. A BUY at \$90,000. Want L.A. home or income as part payment.

APARTMENT HOTEL, 17 units. Finest location in town. Completely furnished. Large pool. \$175,000. Take L.A. home, income or trust deeds.

LET US EXCHANGE WHAT YOU HAVE FOR WHAT YOU WANT

Peter B. Sheptenko

THE PIONEER REALTY CO. OF PALM SPRINGS
475 N. Palm Canyon Drive
Phone 2727

4 UNITS. Bell area, 3 years old. Want this area. Consider Reservation
Lovely home, 2 baths, large view lot, La Mesa, Want or duplex

8 ACRES, chicken ranch, home and 3 rentals, near Riverside. Want desert
Lovely home Yucca Valley. Want home or small income this area.

Palm Springs, dates, gift shop and improved acre. Beaumont, want desert
Large home, plus 2 rentals. Extra 100 foot frontage. Want Santa Monica

RUTH BILES

Realtor
56 Glenn Cathedral City

TRADE

WANT Palm Springs income for deluxe Long Beach income.

WANT home for triplex—owner ill.

FRANK MILLER

Gordon Nicholson
Mildred Potter
428 N. Palm Canyon Ph. 2929

NEW 2 Bedroom unfurnished home on corner lot 75x100 in Las Vegas. Will trade for Palm Springs home. Call after 7 p.m. 7920 P.S.

CLEAR \$22,500 C-2 corner 120x120 Washington Blvd. near Vermont, L.A. for P.S. or? Owner. Box 13, Morongo Valley, Calif.

BEACH town furnished triplex beautiful San Clemente for Palm Springs income. Owner Dudley Hamilton, San Clemente 579.

OWNER will exchange 3 bedroom Tahquitz River Estate home for a 5 bedroom house. Write Box 190, File R-6.

Exchanges 36

2 HOUSES, 1 lot. West from Los Angeles will trade for nice home south end of Palm Springs. Write A. Back 1169 Avenue 1, Glendale 1, Calif.

80 ACRES. Very good improved property with canal water. Trade for nice home in Palm Springs. Ph. Indio 7-5124.

WILL exchange my home here with guest house for ranch. Write owner, P.O. Box 603.

Real Estate Wanted 37

FOR BEST RESULTS
List Your Property
With Adolph Israel
Realtor, 671 N. Palm Canyon

Rooms for Rent 40

LOVELY ROOM, twin beds, private bath, patio. Separate entrance. South end. Privileges. Phone 3071.

2 COZY rooms in private home, private entrance and bath. Gentlemen preferred. Call 6156 evenings.

ROOMS, kitchen privileges. \$7 weekly up. Daily and monthly rates. Ph. 9973.

FURNISHED room. Private bath and entrance, refrigerator. 711 E. St., Cathedral City.

LOVELY ROOM, or share home, for 1 or 2. Reasonable. Close in, references. Phone 7524.

ROOMS, private entrances. Reasonable. Phone 7722.

ADOLPH ISRAEL, REALTOR
671 N. Palm Canyon Dr. Ph. 2981

BEAUTIFUL apartments, by month or season. Special rates to winter visitors. Heated pool, maid service. El Coronado, 1410 S. Palm Canyon Drive.

FURNISHED 2 room apartment. Complete kitchen. Large living room-bedroom combination. \$75 month. 646 Camino Real. Phone 3308.

NEWLY furnished apartments. Panel ray heat, block to Bullock's store. Also large room, twin beds with private bath. By week or month. Ph. 2998.

NEW 1 BEDROOM apartment, furnished or unfurnished. Best location. Pool. TV. Shown by appointment only. Phone 6476 or 6478

ATTRACTIVELY furnished 1 bedroom apartment, panel ray heat, air cooled, heated pool. 370 Parcela Place.

KITCHEN apartments \$35 week. Heated swimming pool. Center of town. Phone 4093.

DELUXE 1 bedroom apartment, beautifully furnished. Adults. Lease. Close in. Ph. 7057.

ONE BEDROOM apartment furnished. 2444 Junipero Ave. Phone 6337.

LOVELY apartment suitable for 2. Lazy "C" Ranch, Palm Springs.

SINGLE apartment, new and nicely furnished in south end. Call 4625 after 6 p.m.

VERY LARGE 2 bedroom, \$150 month year's lease, 2 months free. 555 Calle Roca.

\$17 WEEK up. Private bath, kitchen. Center town. Rooms \$10-\$15. Ph. 2957 or 9053.

1 BEDROOM apartments, furnished or unfurnished. Call Boze Builders, 5370 or 7233.

ADOLPH ISRAEL, REALTOR
671 N. Palm Canyon Ph. 2981

NEWLY furnished bungalow, 2 bedrooms, 2 baths. Wonderful location. Delightful scenery. Ideal for reliable adults. \$200 month by season. Phone 7913.

CABIN — Partly furnished. Electric refrigerator, shower, etc. \$35 month. Couple only. See Dr. 70-210 Highway 111. Phone 8-3399.

2 BEDROOMS furnished, \$80 month includes utilities. We have other rentals \$50 up.

710 Broadway Phone 8-5005

NEW GUEST house, 3 rooms, patio, panel ray heat, walking distance. Quiet. Adults. 339 N. Calle Santa Rosa.

NICE 3 bedroom home close in, completely fenced, good location. \$90 per month. 326 S. Indian Ave. Phone 5555.

FURNISHED 3 bedrooms, 4 baths. By season or monthly. 476 Baristo Road, near Tennis Club.

TWO BEDROOM, two baths, furnished. Garage, fireplace, large lot, good district. Ph. 3311.

FURNISHED 1 bedroom house for two. Nice location. \$85 month, or year's lease \$75. Ph. 2013 or 6264.

Houses for Rent 46

2 BEDROOM furnished house. Northeast section. \$125 month. On yearly basis or \$165 by the month.

Regarding industrial properties See John W. Williams. Will lease or build to suit tenant.

John W. Williams

Realtor
Claude W. Gottbueh
Roslyn Lang
423 N. Palm Canyon Dr. Ph. 3311

ROOMY, MODERN and well furnished 2 bedroom home in Outpost Estates. Pool and tennis court privileges. \$225 month. Lease of season thru May or \$125 plus utilities on year's lease. 32259 Whispering Palms Trail. Phone Mrs. Cunney, 6109.

BUY RANCH home, pay like rent, small down payment. 2 bedrooms and convertible den bar, fireplace, patio, 2 baths, large screened porch. A steal at \$13,500 572 Plaza Amigo off Tamarisk. Key next door. Owner in L.A. DUNKIRK 7-1118.

BEAUTIFUL Tahquitz River Estate home, 2 bedrooms, double garage, 1 1/2 baths. Partly furnished, 872 N. Riverside Drive.

Household Goods 50

NEW FURNITURE

New box spring and mattress set \$39.50 up. Guaranteed. Old reliable company. Wrought-iron, good selection. Chinese Peel-Fibre rugs. Arm-chairs, sectional divans, hide-aways, studio couches, lamps, baby furniture, stoves, refrigerators, a complete line of unpainted furniture. Will finish.

USED FURNITURE
BIG SELECTION
Piano, good condition, \$125.

RAMON TRADING POST
Corner Ramon & Sunrise Way
Phone 2173
We BUY, SELL AND TRADE

Just Received

A SHIPMENT of drapery material. Beautiful patterns, 98c yard and up.

Maher Furniture

6 miles out Indian Ave at North Palm Springs
Phone DIH 4-2616
for evening and Sunday appointments.

WESTINGHOUSE
APPLIANCES
REFRIGERATORS, RANGES,
LAUNDROMATS, FREEZERS,
WATER HEATERS, DISH
WASHERS.
PH. BILL SCHWARZ, 2334

3 ROOMS furniture: Refrigerator, apartment size stove, dining set, TV, chairs, etc. Will separate. Private party. See manager, La Varonda Hotel. No phone calls please.

53 G-E Refrigerator, 9.5 capacity. Used 2 months. \$813 Oriental rug. Reasonable. Ph. 3489.

USED electric range and washing machine. Good condition. Very reasonable. Phone Bill Schwarz, 2334.

8 CUBIC FOOT refrigerator. Excellent condition. \$50. Evenings after 5 p.m., 423 1/2 E. Andreas Road.

SHEETS 75c. Beds \$1. Gas heaters, \$3. Blankets, \$3. Radios, etc. Ph. 2957 or 9053.

NEUTRAL tone all wool rugs, 10'x11' and 12x25. Reasonable. Phone 3047 after 6 p.m.

HOLLYWOOD bed, automatic washer, refrigerator, large rug. Sell cheap. Ph. 3029.

Trailers for Sale 51

AIRSTREAM TRAVELEZE
1953 Fleetwood, 35' 2 bedrooms. Good used one \$300 up.
LET US SELL YOUR TRAILER
70-210 Highway 111
One mile east of Cathedral City

1950 EASTERN built 27 foot carpeted, island bed, awning. Patio furniture and outside storage cabinet. On large lot. \$1750. Lot B-19. Rancho Trailer Park.

KOZY coach, 27 foot custom built. Fully equipped. Patio furniture and tennis table. Leaving for Europe, must sell Lot 55, Ramon Park.

26 STREAMLITE trailer complete with ramada and awning. Priced right. Desert Trailer Village, 432 E. Andreas.

1953 ROLLAWAY. Has every thing, 40 foot double roof ramada. Sacrifice for quick sale. Terms. Bandy, Orchard Trailer Park.

AIRSTREAM 1954, 21' Good used trailers, 14' to 30' Airto Trailer Exchange, Inc. 1065 E. Ramsey, Banning

TRAILER estate in Rancho Park completely equipped. Lot 82D. Cummings, 1563 Palm Canyon Drive. Ph. 5313.

ALMA 25 FOOT, excellent, new awning. \$1500. Space J-14, new park. 110 N. El Segundo

32 Foot Westcraft 1950 cooler, awning, like new. Office—Rancho Trailer Park

1949 MOBILE 19 foot aluminum. \$745.00 or offer. Keavy, Lot No. 2, Trailer Corral.

1952 AIRSTREAM, 25 foot, like new. Save \$1500. Deluxe Trailer Park, Cathedral City.

Trailers for Sale 51

27 FOOT, used 3 months. Sacrifice \$2250. Shower, toilet, deluxe stove and refrigerator, twin sinks, hot water heater. A real buy. George Haller, Deluxe Trailer Park, Cathedral City. Will consider trade on property.

EXTRA large ramada and trailer in Sky Ridge Trailer Park. Fine view, beautiful landscaping. Sprinkler system, large storeroom, private bath, room, good lease. Will sell separate. Inquire 37708 Van Fleet St., Cathedral City.

1952, 35 FOOT Terra Cruiser. Equity for sale. Reasonable. Full price \$3250. Will consider 12' or 14' travel trailer as part down payment. Call after 5 p.m. or Saturday and Sunday. 575 Calle Santa Rosa.

IS YOUR TRAILER FOR SALE? If so, PAVNY can turn it into cash for you. Call PAVNY'S BUTANE & TRAILER SALES. 1001 S. Palm Canyon Dr. Ph. 7342.

35 FOOT Pan American and 12x25 foot cabana in attractive Lido Trailer Park. Newport Beach. Owner D. J. Jackson, 269 Del Mar Ave., Costa Mesa, Phone Beacon 74374.

Trailer Space 53

FOR SALE. Modern trailer park. Twenty-eight spaces, room for fifty more. Phone 8-4515.

FOR SALE — 75 unit trailer park. \$20,000 handles. Write P.O. Box G, Cathedral City.

Trailer Serv. Repairs 54

TRAILER COACH EQUIPMENT CO. Desert trailer supplies. Ramonville, Ph. 84584.

Building Supplies 59

BUILDING SUPPLIES

"To meet your every need" DILL LUMBER CO.
GUY R. KREMER, Mgr.
691 Industrial Place
2758—Phone—2759

Open Saturdays until noon

Miscell. For Sale 60

FEW CHOICE pieces of Early American from the Nacelo Herb Brown collection. 6 lovely small side or dining chairs, 1 mahogany drop leaf table, 1 large gold frame mirror, 1 pair of steel candelabras, 1 crystal lamp, 1 solid mahogany inlaid rocking chair, 1 fine old wall clock, etc. Ph. 7398.

TO BE SOLD in this vicinity, spinet piano, used 3 months, bargain price at no down payment to responsible party. Also for sale 1 used studio piano at one half price. For further details write or phone collect to Mr. A. G. Talmann, care of Hancock Music Co., 3731 E. Colorado, Pasadena. Tele. SYcamore 39276.

FIREWOOD

Mike's Fireside Shop
171 N. Indian Ph. 5389

Firewood

OAK and MESQUITE
Phone 83246 or 85225

HAVE several beautiful Mink Stoles. If you want to buy any furs at wholesale prices, contact HARRY ALPERT, Ph. 5769 or 5663.

LUSCIOUS natural skunk fur jacket. Also dresses size 14-16. Shoes, 6 1/2. Excellent condition. Reasonable. Phone 5331

FIREWOOD

\$25 Cord. Phone 2363

BAMBOO curtains, new brown leather suitcase, dresses, 10 and 12, wools and cottons. Apartment 14, Montecito.

POKER TABLE, green felt top and 8 chairs, excellent condition \$50. Ph. 8-5385.

FOR LEASE, display signboard, 10x20 feet, yearly basis. 72-210 Highway 111, Ph. 83-399.

BURROUGHS' Posting machine. \$100. Desert Sun, Palm Springs.

Drapes, twin spreads, lamp shades, shoes, dresses, etc., size 10. Phone 2351.

Miscell. Wanted 61

WANT to buy sewing machine. Give particulars. Jackson, Box 363, Desert Hot Springs.

Pets-Poul.-Livestock 65

WANTED — I need used Western saddles and any other horse equipment. Will pay top price.
See — GEORGE RASMUSSEN at Rasmussen's Saddle 1600 Chia Rd. at Rogers Ranch Northend of Sunrise way

BEAUTIFUL AKC Fox Terrier pups. Intelligent, clean. 920 Golondrina. Ph. San Bernardino 845488.

LOVABLE DOGS offered free to good homes. Must have fenced yards 4849.

BOXER, AKC MALE 8 MONTHS CROPPED, SHOTS.
Ph. Palm Desert 76-4164

Used Cars For Sale 70

Used Cars For Sale 70

JANUARY CLEARANCE SALE

1951 PLYMOUTH

4 door Cranbrook, radio, heater. Local owner. Written O.K. Guarantee.
\$1095

1951 FORD

4 door sedan. Original maroon paint. Very low mileage car. See this today, special at
\$1095

1949 CHEVROLET

Styline 4 door sedan. Radio, heater, new paint, new seat covers. In tip top shape. Written O.K. Guarantee.
\$995

1949 HUDSON

4 door sedan. Here is an excellent car for the price. We are asking, beautiful driving and running automobile. See it today!
\$695

1948 CHEVROLET

1/2 ton pick up, oversize tires, corner windows. A fine car.
\$595

All cars sold on GMAC financing, 1/2 down and up to 24 months on balance.

WE HAVE USED CARS FROM \$100 TO \$2000
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7 Days a Week

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NEW CARS & TRUCKS
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ONE OWNER

TRADE-INS

on New
Cadillacs
PRICED BELOW THE
LOS ANGELES MARKET

1951 Cadillac \$2895

60, Special sedan, Fully equipped, New tires.

1950 Cadillac \$2345

61, coupe, low mileage, Fully equipped.

1951 Studebaker \$895

V8 Commodore sedan. B-W automatic transmission. Heater.

1950 Oldsmobile \$1395

98, 4 door sedan. Radio, heater, hydramatic.

1947 Lincoln \$295

Club coupe. New tires.

PLAZA MOTORS

482 E. Arenas Road
Phone 5122

THIS WEEK'S

SPECIALS

1951 PLYMOUTH
Station Wagon. Radio, excellent condition.
\$1195

1946 DE SOTO
New paint job, good condition.
\$375

Ed Thompson

DeSoto-Plymouth

682 S. Palm Canyon Dr.
Phone 7022

1949 HARLEY - DAVIDSON 125 motorcycle. Good condition. Cost new \$485. Price \$150. See at Horizon Trailer Village office.

1952 DODGE convertible. Gyromatic shift. Low mileage. Excellent condition. Phone Palm Desert 76-2741.

1946 1 1/2 TON Van body Studebaker truck. Excellent condition. \$850. Phone Coachella 8-5108 collect.

1949 OLDSMOBILE 88, Futuristic convertible. White wall tires, heater, radio, new paint job. Private party. Ph. 6972.

'48 CHEVROLET coach, perfect condition. Terms. See to appreciate, 1371 San Lucas.

Used Cars For Sale 70

NEW YEAR SPECIALS

All our used cars
Carry a 6000 Mile
or 6 Month Warranty

EXTRA LOW DOWN S
CARS BELOW FROM

\$125 DOWN TO \$400 DOWN

1953 LINCOLN

Capri
Sport coupe, Continental kit, hydramatic, radio, heater, power brakes, all leather interior, tinted glass, white side wall tires Like new.
\$3695

1952 MERCURY

MEN'S SLACKS
Importers of English
Flannel and Doek'n
1073-5 N. Palm Canyon

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WHOLE FAMILY
LOVES
SAM STUART'S

El Paseo
Fancy Food Market
"Selected Groceries"
"Delicacies From Around
the World"
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Vegetables and Fruits"
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Poultry and Fish cut
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Liquor Department,
Fine Wines and Beer"
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El Paseo Market
816 No. Palm Canyon Dr.

Style Show Forecasts the Summer

"The fashions shown here in January are the ones women all over the nation will be wearing in June," said Mrs. Kenneth Kirk, referring to the Palm Springs Woman's Club's annual fashion show on January 29.

Mrs. Kirk is general chairman for the event which is titled "Postmarked Palm Springs." It will be a benefit show for the club's scholarship fund.

There will be two showings, one at a continental breakfast and another in the afternoon.

The committee for the show will meet tomorrow afternoon at 2 p. m. at Mrs. Kirk's home at 235 Camino del Norte, to complete their arrangements.

Committee women are Mesdames Edward Hogan, William H. Eisenman, Frank Ewing, Walter Whittall, W. W. Catherwood, Howard Stewart, Ruby Edick, Robert Backstrom, Raymond Lushy, Howard Morris, Thomas Fleming.

FINDS BANK BOOK
Finding of a Nova Scotia bank deposit book was reported to police Sunday by Daniel Lee Johnson, 324 North Calle Encilia.

Where's Jane?
GONE TO
Dewane's
Headquarters for
Fashion
Foot
Wear
Over 100 New Styles
180 S. Palm Canyon Drive
PHONE 5339

Around Town

was on the committee for both the 400 Ball and the Ruby Ball. Currently she is engaged in completing arrangements for the annual Woman's Club fashion show... so cleverly titled "Postmarked Palm Springs" which is on the calendar for January 29.

Pink Coats

Pink coated riders and a pack of hounds... from the West Hills Hunt Club... will make a colorful and unusual sight on our desert... as they hunt on February 21... Dan Dailey is Master of Fox Hounds and will lead the hunt... which will ride from Smoke Tree Ranch as it did last season... There will be a chuckwagon breakfast at the kill... and any local riders wishing to join in the hunt... have a cordial invitation to do so... Social event of the weekend will be the Hunt Club's 20th dinner dance... to be held at El Mirador.

Lou Hyland who arrived from Honolulu before Christmas... for a visit with her mother Eleanor Kane... left yesterday for Los Angeles... on her way home... Grace Pope was hostess at an "aloha" party for Lou Tuesday night at her home on Riverside drive... and after that downpour the street was well-named... Despite the wet night Lou was looking charming in an Adele Simpson gown... and all her friends were sorry to see her depart.

New Look

Remembering the breezy girl in shorts and pigtail who ran around the Racquet Club last season... I didn't recognize Gussie Moran the other day... even though it was at her favorite Palm Springs haunt... Gussie was all "gussied up" with her hair curled... and a brand-new pug nose... It's cute but it isn't our Gussie... Eddie Hand (it's his big fat diamond that glitters on Gussie's ring finger)... is here, too... She's teaching him tennis like mad... but they still lost two sets Sunday afternoon... to Ed Davies and Gail Arnette of Annandale... Eddie, you know, is the trucking magnate from Buffalo... and is staying at El Mirador.

Things to do... The Desert Sheik Men's Wear fashion show at the Racquet Club Friday night... The sports car races and the Concours d'Elegance at the airport this weekend... and there's a new play "Years Ago" at the Palm Springs Playhouse... any night through Sunday... Play time is 8:30 p. m. They'll be wearing 49'er gear and Western tog for the Palm Gulch Shindig... at the Desert Inn Saturday night... He said both were prime fac-



PINK COATS — Dan Dailey, MFH, will again lead the hunt which the West Hills Hunt Club will hold on the desert on February 21. About 60 hunters and a pack of 14 hounds will ride from Smoke Tree Ranch.

Garden Club Hears Talk About Roses

There was a record attendance of members and guests at the Saturday afternoon meeting of Palm Springs Garden Club at the home of the Frank Bennetts on Vereda del Sur.

Among the 60 who enjoyed dessert and coffee served in the patio, and the meeting which followed, were co-founder of the club, Harry Harper and Mrs. Harper, now of Riverside, and Mrs. Frank Cutler of Portland, an honorary life member of the club.

Hostesses were Mrs. Bennett, Mrs. Harrison Leussler, and Miss Theresa Field.

Mr. Harper introduced the speaker of the afternoon, Robert Lindquist, originator and propagator of the Lillibet rose, a cross between the Pinocchio and Floradora roses. It competed with over 300,000 roses from all over Europe and the United States to win the coveted All American Rose selection award for 1954. The Lillibet, a Floribunda, named after the childhood nickname of the present Queen Elizabeth of England, grows well in the Palm Springs area.

Mr. Lindquist traced the history of the group which makes this annual award and spoke of the Plant Patent Act of 1930. He said both were prime fac-

Nobility Honeymoon in Village

Honeymooners of international note stopping at Ingle-side Inn this week are Viscount and Viscountess de Bonchamps, whose wedding in San Francisco was a social highlight of the season. The Viscountess is the former Dale King Christenson, daughter of a prominent northern family, the late Arthur Dale King and Mrs. King of San Mateo.

The newlyweds are occupying the French Suite which always is the headquarters for Lily Pons during her ten seasonal visits to Palm Springs. The honeymooners are to stay in San Mateo after leaving her until March when they will make Paris their headquarters.

During their two-week stay, the two were dinner guests of Mr. and Mrs. John Gallois, who divide their time between their Village home and San Francisco apartment in the Winter, and travel abroad every Summer.

at a meeting in Twentynine Palms. Dates for the encampment were fixed as November 11 to 14.

Scotty Plaque Desert Sculptress Heads Committee

Mrs. Cyria Henderson of Palm Desert, noted sculptress, has been named chairman of a committee to design a memorial plaque to be dedicated at the grave of Death Valley Scotty at the 1954 encampment of the Death Valley 49'ers. Plans for the plaque and encampment were made last week.

Trustees Are Honor Guests at Ranch Party

About 150 guests attended the open gate party at the Chase School at 1000 Palms given to honor Mr. and Mrs. John B. McKies of Weston, Massachusetts and Phoenix.

Mr. McKies is a trustee of Alan Chase Foundation of Deerfield, Massachusetts and Mrs. McKies is a trustee of the Desert Educational Foundation for the Chase School. They have had five sons attending the Chase schools.

There was music, with Ed Van Meter, who played the guitar and sang, and Miss Heidi Elsenbin at the piano. Ranch beef featured the buffet which was prepared by Chef Bill Livzely.

An exciting Announcement
for the
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Value Wise**

It's new! It's different! Our daily SPECIAL RACK... We want to know you and you to know our stock... So each day there will be "One Day Specials."

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JANUARY 17-23

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Palm Springs Indio, Calif.
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Content
In Your Own
Back Yard!



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COMPLETELY INSTALL
25
OLYMPIC POOLS
THIS OFFER EXPIRES FEB. 1, 1954

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Olympic Pools Include

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- Install Reinforced Steel Throughout the Pool
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- Price Includes 3 Cement Steps Leading into Pool
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FULL PRICE
\$1885.00

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- Palm Springs
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VILLAGE MARKET offers a wonderful sale on
the season's 1st crop of Imperial Valley Lambs!

CHOICE AND PRIME

**LAMB RIB CHOPS 63¢
LAMB RACK ROAST 1¢**

BUY THEM FRESH

Or we will cut and package them for your freezer

Enjoy Fancy French Lamb Chops at this Low, Low Price!

Libby's PINEAPPLE JUICE
GIANT 46-OZ. — 29¢

LIBBY'S — 11 1/4 large flat

Sliced Pineapple 19¢

LIBBY'S — No. 2 Tin

Pineapple Chunks 28¢

LIBBY'S — No. 2 Tin

Crushed Pineapple 26¢

ROSY RED — 46-oz.

Tomato Juice 23¢

CHUNK-E-NUT — 6-oz. Can

ASSORTED NUTS — 39¢

CASHEWS — 39¢

HUNT'S DOLLAR SALE!

PEACHES 1-lb 4 for \$1

PEARS 1-lb 3 for \$1

TOMATOES 1-lb 4 for \$1

POTATOES 14 1/2-oz. 10 for \$1

PEAS 14 1/2-oz. 6 for \$1

Tomato Sauce 14 for \$1

GET **Perfect Host Coffee**

S&H **Perfect Host Coffee**

GREEN **Perfect Host Coffee**

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87¢

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MEAT

LUER'S FANCY MERIT

Sliced Bacon 69¢

U.S. CHOICE, BONELESS

Chuck Roast 73¢

LEAN, MEATY

Spare Ribs 43¢

SWEET, PICKLED

Beef Tongues 44¢

CERTI-FRESH — 12-oz. pkg.

Breaded Perch 49¢

"KERMIN WEEK"

Frozen Special

All Chicken Pie —

All Beef Pie — **25¢**

All Turkey Pie —

LIBBY'S — 1-lb Tin

BEEF STEW 33¢

TASTEWELL

MARGARINE 23¢

NABISCO SNOWFLAKE — 1-lb.

CRACKERS 25¢

TARGET — Colored

NAPKINS 25¢

2 pkgs.

SHASTA POP — 12-oz. Cans

Cola, Root Beer, Orange, Cherry, Lemon

2 for 19¢

Thursday, Friday, Saturday, Sunday, January 21-22-23-24

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